

JUL 23 1934

# THE Publishers' Weekly

The American BOOK TRADE JOURNAL

CXXVI

JULY 21, 1934

NO. 3

*Discriminating Readers Everywhere Are Telling  
Their Friends They Must Read JAMES HILTON'S*

## Good-bye, MR. CHIPS

*This splendid story has a universal appeal:*

*Mary Raymond Shipman Andrews* calls it "The loveliest new writing that has been done in years."

*Margaret Ayer Barnes* hails it as "A miracle of emphasis and suppression . . . charming, tender, humorous."

*Dr. Drury, of St. Paul's School, Concord, N. H.,* regards it as "A contemporary classic."

*Lewis Gannett in The New York Herald Tribune* hails it as "A sentimental masterpiece."

*Alexander Woolcott in McCall's Magazine* calls it "One of the best short stories in the English language."

An Atlantic Book. \$1.25

**LITTLE, BROWN & COMPANY**

**1st PRINTING:**

2500 copies, ordered May 16th.

**2nd PRINTING:**

2500 copies, ordered June 6th.

*Published June 8th*

**3rd PRINTING:**

5000 copies, ordered June 19th.

**4th PRINTING:**

5000 copies, ordered July 11th.

## **The Most Hilarious Book of the Year!**

Here is a story that is going to sweep the laughter loving public right off its feet. Once in a blue moon comes a story that sends a shout of mirth right across the continent, and such a one is

# **THE RED TIGER**

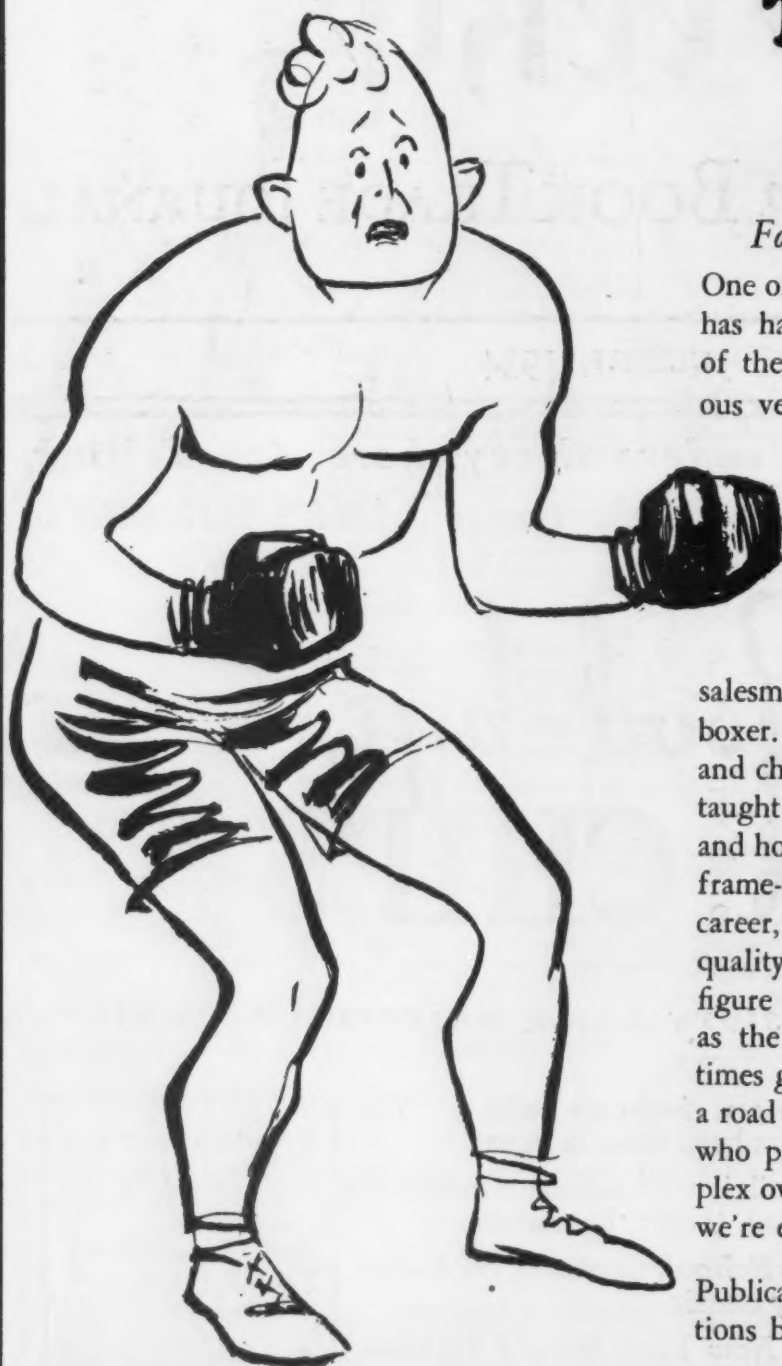
**By Don Skene**

*Foreword by Damon Runyon*

One of the most popular of sportswriters has had the inspiration to write a tale of the cauliflower industry in a humorous vein that is absolutely unique.

*Ladies and Gentlemen, this is the story of The Red Tiger of the Rockies, who by that dean of promoters, Doc Carey, was transformed from a canary salesman into a heavyweight champion boxer. How his hair was dyed, his arms and chest artificially matted, how he was taught a complete set of ferocious scowls, and how by the twin arts of ballyhoo and frame-up he was embarked on a meteoric career, go to make a story of riotous quality. Besides the Tiger and Doc there figure such denizens of the sports world as the obliging Sweeney who for 365 times gets knocked through the ropes on a road tour, and Ethel, the tough blonde, who proceeds from a motherhood complex over the Tiger to "move over, mug, we're engaged."*

Publication August 3. With illustrations by Howard Baer. \$2.00



**D. APPLETON-CENTURY COMPANY**  
35 West 32nd Street, New York

*The Ryerson Press, Queen and John Streets, Toronto, Ontario, handles the Appleton-Century general trade line in Canada.*

THE PUBLISHERS' WEEKLY, Publication Office, 19th & Federal Sts., Camden, N. J. Editorial and General Offices, 62 W. 45th St., New York City. Subscriptions \$5; Canada \$7.50; Foreign \$6; 15c a copy. Entered as second-class matter at the Post Office at Camden, N. J. Copyright 1934 by R. R. Bowker Co. London, D. H. Bond, 329 High Holborn W.C.1.

# WOMAN ASTRIDE

BY

*Nora Purtscher-Wydenbruck*



Here she comes! "Woman Astride," who takes on the disguise of a man and rides rough-shod over hearts and lives during the period of the 'Thirty Years' War in Europe! It is romance at its exciting best, thrilling the reader and holding him enthralled as he follows the amazing adventures of Judith von Loe on the high-roads of love and warfare, a warrior by day, at night a beautiful woman. Here is a novel that looms large in a world that is turning to romance for its reading. With its gorgeous jacket by John Alan Maxwell, "Woman Astride" is a leading novel on our Fall List. Publication August 3. \$2.50

**D. Appleton-Century Co.**

35 West 32 Street

New York

The Ryerson Press, Queen and John Streets,  
Toronto, Ontario, handles the Appleton-Century  
general trade line in Canada.





A THRILLING performance of the go art rush days in California by an at thor whose sal antec have passed the law two million man iron

\$2.00 (August) ritor

\$2

Houghton-Mifflin Company Ann

## NOVELS OF THE

All fast action stories by st



YOU will meet LASHK some of Rhodes' artle most famous cha eepy actors in this sal lve a new novel by "the ar-old best writer of te rstory. T day on the ol ttle at h West." st and b

\$2.00 (Sept.) \$2.00



How young  
of the govt Thompson,  
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on mar rorizing the  
August ritory.

\$2.00 (Oct.)



announces Four Superb

# OLD FRONTIER

riety standard performers

FLASHKNIFE  
hodes Hartley and  
s cha peepy Stevens  
s salve a twenty-  
y "th ar-old frontier  
of to rstory. This is  
e of ttle at his live-  
st and best.

Sept. \$2.00 (July)



*July Choice "English Book Society"*

# HARVEST IN THE NORTH

by

**James Lansdale Hodson**

For the past year I have refused to quote the comments of English critics in my promotion and advertising. I had felt that such quotes had been overdone and that Americans were no longer impressed by them. **HARVEST IN THE NORTH** has been greeted in England with such spontaneous, sincere and non-professional enthusiasm that I am impressed, as I think you will be.

*Alfred A. Knopf*

Published August 13th · 440 pages · \$2.50 net



ALFRED · A · KNOPF · 730 Fifth Ave · N · Y.

**H. G. Wells:**

"It is alive with interest."

**Sean O'Casey:**

"Will not only be the story of the month, but the story of the year, and, probably, the story for a good many years after."

**Richard Aldington:**

"It is a pet theory of mine that there are wonderful themes for a novelist in contemporary England... and this book proves it."

**Phyllis Bentley:**

"I feel for it a really tremendous enthusiasm."

**Storm Jameson:**

"A very fine novel."

**Winifred Holtby:**

"A fine, human, vivid, and engrossing novel."



**I** can imagine precisely what you are saying to my salesmen when they tell you that L. A. G. Strong's new novel, **CORPORAL TUNE**, is based upon the emotions and reactions of a sick man. I know all the reasons why it won't sell. **BUT BOOKS SELL BECAUSE READERS LIKE THEM.** And it is quite evident that readers are going to like **Corporal Tune**. Few people in America have yet seen it. But Gollancz has brought it out in England, and he splashes it all over the **Sunday Observer** with a characteristic advertisement that, to me, at least, is convincing.

*Look—*

"Quite beautiful. It is a word that one hesitates to use, but I can find no other that seems to me in any way adequate."

—*E. M. Delafield*

"The human interest is kept alive, quite literally to the last page."—*Gerald Gould (Observer)*.

"Far more exciting than any detective story. And one is not only excited, but is inspired and fortified."

—*Gerald Gould (Observer)*

"Moving and exquisitely sensitive."

—*Joseph Sell (Manchester Evening News)*

"A magnificent piece of poetic and philosophic writing."

—*James Agate (Daily Express)*

"His finest book up to date. A really important novel."

—*Yorkshire Post*

"He gives to it an intensely human interest."—*Times*

"He has again, and perhaps more satisfyingly than ever, displayed the courage, power and integrity of his art."

—*Scotsman*

"There are few living writers who could have told Ignatius's story in so tender and delicate a way."

—*Ralph Straus (Sunday Times)*

"A really fine piece of work."—*Francis Iles (Telegraph)*

"A fine piece of work."—*Bonamy Dobree (Morning Post)*

"One of the most beautiful books I have ever read."

—*Ethel Mannin (Daily Mirror)*

I think you can always count on a book that is called "beautiful" or "moving." The Strong book is both.

*Alfred A. Knopf*

Published August 6th, 290 pages. \$2.50 net



ALFRED · A · KNOPF · 730 FIFTH AVE · N · Y ·



★ NO MOVIE  
REPRINT EDITION  
of  
*Magnificent*  
★ *Obsession*  
BY LLOYD C. DOUGLAS

Booksellers are assured that there will be no reprint edition coincident with the release by Universal Pictures Corporation, of the movie now being made of this great story which ranked fourth among the best selling novels for 1933.

But you are assured that the publishers will launch an intensive advertising campaign this fall when this phenomenon of the publishing world will celebrate its fifth birthday.

It is significant that the present regular trade edition of **MAGNIFICENT OBSESSION** which will be continued without change in format, cover or price (\$2.50), is steadily selling over 1,000 copies per month.

●  
**REPLENISH YOUR  
STOCK!**

**Other "Worthies" of our Current  
List:**

**HAND OF BRONZE**

By Burris Jenkins \$2.00

**CONTEMPORARY AMERICAN  
LITERATURE and RELIGION**

By Halford E. Luccock \$2.00

**QUOTABLE POEMS, First  
and Second Series. Compiled  
by Thomas Curtis Clark.**

\$2.50 each; boxed, \$5.00

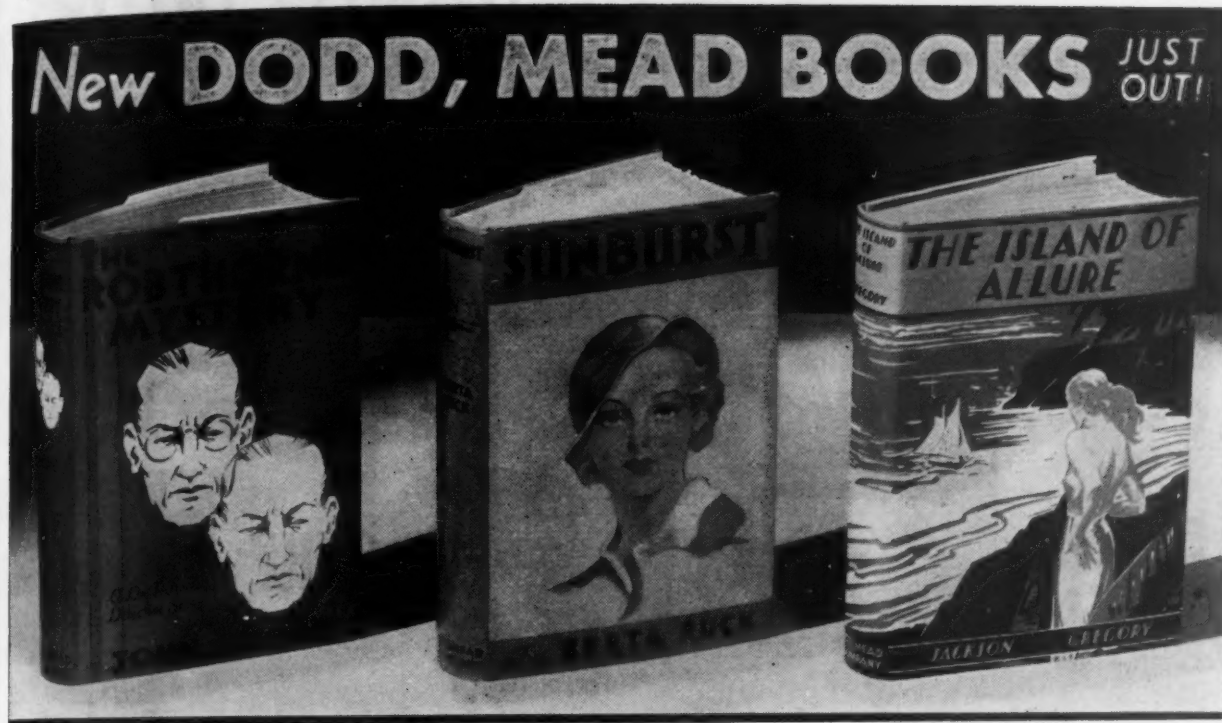


The Mark of  
Worthy Books

**WILLETT, CLARK & COMPANY**

440 S. Dearborn Street, Chicago, Illinois

200 Fifth Avenue, New York, N. Y.



### NEW FICTION TITLES

#### *The New Dr. Priestley Detective Story*

**THE ROBTHORNE MYSTERY** By JOHN RHODE. The eminent criminologist, Dr. Priestley, steps in once again to take Scotland Yard off false clues and set them aright in the most baffling mystery of his career. *A Red Badge Detective Story.* \$2.00

#### *By Berta Ruck* AUTHOR OF "UNDERSTUDY"

**SUNBURST** The "impossible" Pat comes from an obscure town to stay with her ultra-fashionable aunts and starts a round of dramatic events that Berta Ruck tells in her most hilarious manner. \$2.00

#### *By Jackson Gregory* AUTHOR OF "HIGH COURAGE"

**THE ISLAND OF ALLURE** The master of adventure stories treats us, in this new volume, to a swift-moving romance packed with adventure on the high seas and a far-off island. \$2.00

### STAPLE NON-FICTION SELLERS

#### **THE CORRECT THING**

By WILLIAM O. STEVENS, *Headmaster of Cranbrook School*. A guide book of etiquette for young men resulting from years of experience with boys thirteen to nineteen. \$1.50

#### **FESTIVAL PLAYS**

By MARGUERITE MERINGTON. Six ideal children's plays for New Year's Day, St. Valentine's Day, Easter, Every Child's Birthday, Hallowe'en and Christmas. \$2.00

#### **THE NEGRO IN LITERATURE AND ART**

By BENJAMIN BRAWLEY. A new edition of the first book to make a complete study of the literature and art of the Negro people. \$2.00

#### **RIP TIDE**

By WILLIAM ROSE BENÉT. A novel in verse by one of America's best known poets and poetry critics. *New edition.* \$2.00

## **DODD, MEAD & COMPANY**

449 Fourth Avenue,  
New York City

**NOW**

THE REVISED, UP-TO-DATE  
Coming Sept. 13 **FRANK H. MC**

# **\$1 CAN EUROPE KEEP THE PEACE**

The one book that reveals the whole situation in Europe

★ *New Blue Ribbon Money Market*

**By OLGA KNOPE**

**THE ART OF BEING A WOMAN**

A famous Viennese psychiatrist describes every facet of conduct that makes for a full and satisfying life.

July 18

**By EMIL LUDWIG**

**JULY '14**

The startling story of the feverish month preceeding the outbreak of the World War, and the 30 men most responsible for it.

July 18

**By E. PHILLIPS OPPENHEIM**  
**SHUDDERS AND THRILLS**

836 pages of thrills, crimes, escapes and adventures.  
4 complete novels by the "King of Story Tellers."

August 15

Swamped with  
Orders for  
**Bartlett's  
Familiar  
Quotations**

Orders for over 8,000  
copies poured in on us  
before our men even  
started on the road.  
Remember, the edi-  
tion is limited! Don't  
get caught short.

IS  
YOUR  
ORDER IN? **\$1.49**

**NEW! STAMP COLLECTOR'S HISTORY OF THE U. S. A. BY D.**

A history, a guide, an album for the stamp collector. \$1. Sept. 13

# **BLUE RIBBON BOOKS**

**386 FOURTH AVENUE, NEW YORK**



# 10-MINUTE EDITION OF WONDS' HOPE FACE?

situation in Europe today!

Mr.

**MAJ. F. YEATS-BROWN**  
**MY YEARS**

The adventures and exciting experiences  
of a Bengal Lancer so popular.  
Sept. 13

**BY HOWE**  
**THEORY OF A**  
**CITY TOWN**

The classic story of a small town,  
middle life. Illustrated. Sept. 13

**BY LEROTSKY**  
**ENI**

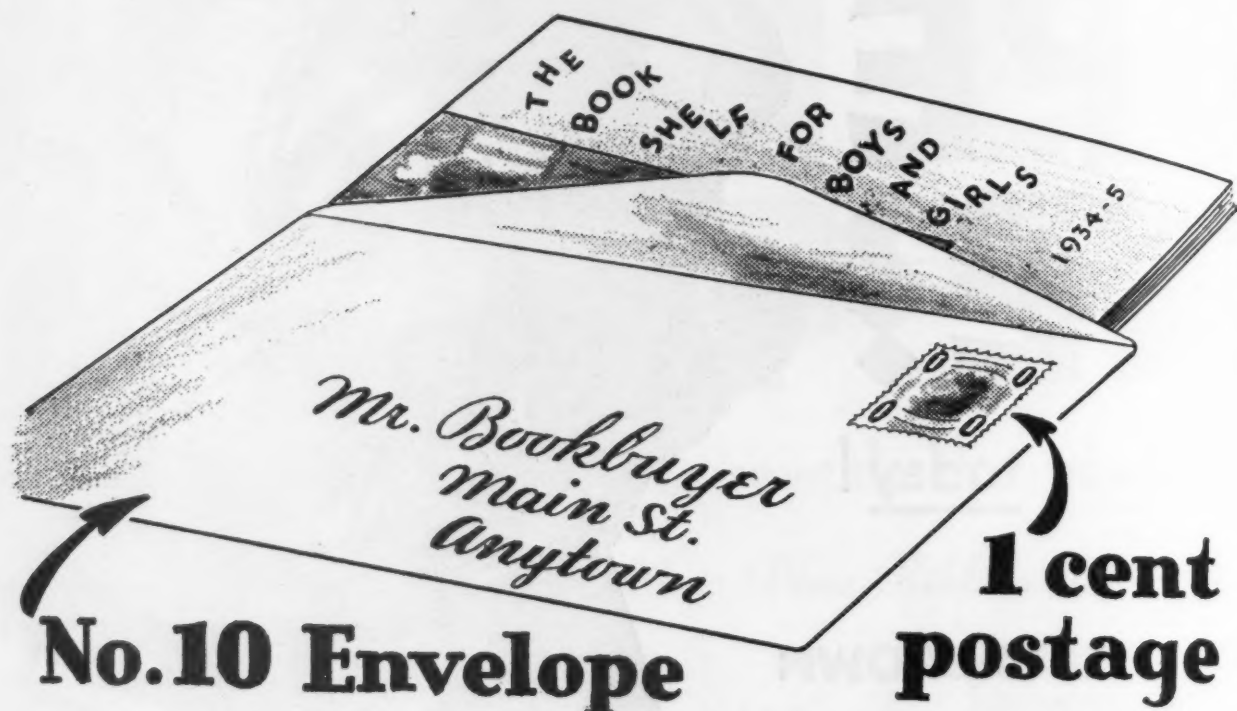
A shrewd estimate of the man  
who built to replace an Empire.  
August 15

**A. B. DEVEREUX**  
t. 13

**KINC.**



# Send out more book lists and get more business



## THE LOW COST FOR MAILING MAKES THE BOOKSHELF IDEAL PROMOTION

"The Bookshelf for Boys and Girls 1934-5" is built for low cost and efficient book sales promotion. You have the mailing lists, you have the parents who want books and will use your catalog for guidance in buying for children. In this list you have the very minimum of purchase cost and mailing cost to reach out to every prospect for more sales. When you send "The Bookshelf" you send a list of the best books of the current season, the successful books carrying over from last season and the pick of the titles available in the low price field. Distribute widely and get more business and new customers.

**R. R. BOWKER CO. 62 W. 45th St. NEW YORK**




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A LOTHROP BOOK

---

*Guiles Davenport  
writes*

# ZAHAROFF

## HIGH PRIEST OF WAR



**ZAHAROFF**, High Priest of War, has a worthy biographer in Guiles Davenport. Born in the United States and educated in France, Mr. Davenport tasted of blood and steel with the 32nd Division of the A.E.F. on the western front.

As an outstanding journalist, he was commissioned to penetrate the mystery surrounding ZAHAROFF and his *systeme*—a daring assignment. How well he succeeded is intimated by the fact that he was forced to flee Europe in peril of his life.

In the biography—"ZAHAROFF, *High Priest of War*"—no secret information has been withheld—vivid proof that truth is stranger than fiction!

PUBLICATION DATE AUGUST 15th

**LOTHROP, LEE & SHEPARD  
COMPANY**

126 NEWBURY STREET, BOSTON, MASS.

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**SO RED THE ROSE**

*Coming Tuesday, July 24th*

# So Red The Rose

*the new novel by*

## Stark Young

*Author of "Heaven Trees," etc.*

"The book is superb. There has never been a novel of the South in the Civil War that can compare with it. Every character is alive and of full stature, yet none is magnified beyond natural proportions. And the background is woven of light and dusk — an artistic triumph."—ELLEN GLASGOW.

\$2.50

CHARLES SCRIBNER'S SONS, NEW YORK

**STARK YOUNG**





We  
call  
this—  
a real  
review

Some day collectors will be bidding for First Editions of this great book—now on sale everywhere.

Readers of the Herald Tribune will recall Stanley Walker's magnificent front page review in Books. Mary Austin, Dr. Canby, Wm. Soskin, Constance Rourke and other leading critics are equally enthusiastic. The review at the right is reprinted from the Saturday Review of Literature.



THE JOURNEY OF THE FLAME. By Antonio de Fierro Blanco. Boston: The Houghton Mifflin Company. 1933. \$2.

Reviewed by WILLIAM ROSE BENET

THE man from whose lips Antonio de Fierro Blanco took down, if so it was, the account of a fascinating year of boyhood—namely that Señor Don Juan Obregón "known during past years in the three Californias as Juan Colorado and to the *Indiada* of the same as The Flame"—was a man who saw practically no use in books. He could read trails of all kinds in the open and therefrom summon up stories that seemed to him better than any books he could read. A complete extrovert, with a fine physique, the breath of his nostrils was adventure and the shouldering of his way through a world of men. Yet, meeting him in this book—save for the Prelude—as a boy of twelve, he has furnished forth one of the liveliest biographies of an epoch. Before one has read twenty pages one knows it is "the real thing." And as comment on California in the early nineteenth century it is more illuminating than any other book I have read on that period in that clime.

Never have the Latin characteristics been more impressively emphasized than in the aphorisms scattered through this full-flavored book. "Be courteous to all, but to those you hate be most courteous."

"See that no flies alight within thy mouth. An open mouth and riatá loop around thy neck are twins." "Intelligence in all animals, except mules and dogs, leads to a quick death."

A richly humorous way of putting things either belonged to "The Flame" or has been bestowed upon him by Antonio de Fierro Blanco, and preserved in the Englishing by Walter de Steiguer. It embellishes narrative of high artistry—artistry none the less high because it is evidently unconscious. And the abundance of rich material that is spread before us! How the four-year-old infant simulated a cow's calf in order to get milk from this saint; the superstition of the Wizard Gopher; the evolution of the name Obregón from O'Brien—here was the red-headed scion of one he always regarded as an Irish King, and yet here also was a

(typical) little Mexican; the splendid episode of the killing of the church robber; the explanation of pitahaya time; about the Wild Men or Mayas; the description of desert mirage—and I must stop here to quote a paragraph I should like to learn by heart, so good do I think it:

Once near Magdalena we saw, in a waterless desert thirty miles across, a whaling ship with all its tiny boats capture a great whale. While we watched with open mouths, and wondered whether we dared face such enchantments, there came a light wind which blew away both boat and whale. Instead, a great herd of antelope ran across that barren waste where a whale had spouted and died. Our Indians have many legends concerning these mirages; all interesting to hear, but gross, and not appealing to a good Christian like myself.

There is the grand incident of the "Coyote Rabiosa," and the stampede of the cortege before the four-wheeled cart, there is the amazing description of the mysteries of the Vermilion Sea (which was the splendid old name for the Gulf of California); there is that gorgeous character, the Admiral of the Pearl-Divers, there are the living eyes of the dead beasts in the Cave by Loreto, and the marvelous story of Don Sturgo Nacimbin. That's only to mention a tithe of the abundance in the book. And the main character of the pilgrimages stand out as humanly as the characters in Chaucer. The Señora, Doña Ysabel de la Cerda Sanbudo, wife of the head of the expedition, to whom the book is dedicated by the command of Juan Colorado, may serve as an example. Her play with her shawl is second only to spirited remarks of hers such as the following:

But Doña Ysabel sniffed, saying: "Another time warn me beforehand, rather than afterward explain why. A butterfly and a woman need shelter from rain, not reasons for having been drenched!"

This is such stuff of history as historians like Gibbon or Parkman would have relished. This is such a classic as Kinglake's "Rothen." We enter into the very mind of the time. This reviewer has found in "The Journey" a volume long to be treasured and to be reread with unaltered delight.

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advertisements, and have nevertheless sold books, assume, as they often do, that "good copy needs no brush"?

If advertising were a telepathic force, there might be some excuse for this belief. But it isn't. And until it becomes one, my hunch is that we have to resort to the brush of art and artifice in order to get our copy read.

It has always seemed axiomatic to me that the ideal advertisement, like the perfect window display, impels a person to do four things: 1. *Stop*. 2. *Look*. 3. *Want*. 4. *Buy*. It cannot incite him to buy without first making him look. A safe plan for any kind of salesmanship, in print and out, is to get the potential customer's attention before you start "selling" him anything. The function

of layout in advertising is to get his attention and hold it.

This can be accomplished in a dozen different ways. If you're really interested, Paul Hollingworth's book on "The Principles of Appeal and Response," though published before the World War, is still invaluable as a reference text. However, without attempting anything like a definitive study of the subject, or offering more than a few random notes, I shall jot down here some things book publishers can do to improve the effectiveness of their advertising, and some things they ought to avoid. The first seven items are concerned with *getting attention*; the next seven with *holding it*. The remaining items are concerned with other miscellaneous factors that are also important.

## To Get Attention

### 1. Novelty.

Curiosity being a basic instinct in both men and women, the instinct which prompts us persistently to investigate the unknown,

the easiest way to get our attention is to display something bizarre, unusual, startling, incomprehensible or extreme. This can be



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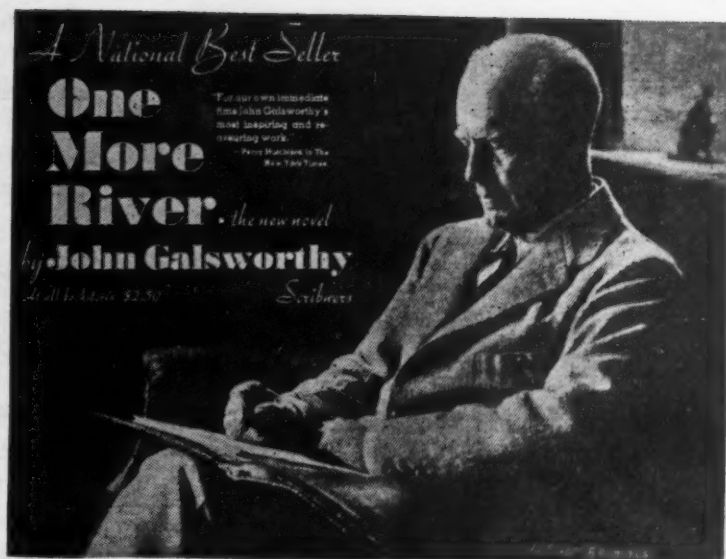
in the form of an odd illustration, a strange treatment of something familiar or an unusual or challenging statement. Thousands of readers of The New York Times, for in-



stance, waded ear-deep through Einstein's explanation of his relativity theory because they had heard that only twelve men in all the world could understand it. All of them became inordinately curious about this theory simply because its challenge to their comprehension was dramatized. We should make use of this device in book advertising much more than we do. It almost always works.

## 2. Illustration.

Though we often forget to apply it, the ancient Chinese maxim that one picture is worth a thousand words still holds true. Perhaps the explanation for our neglect is that when creating an advertisement we think of it as an argument or appeal in words rather than an idea to be visualized. The illustration should be relevant, of course; otherwise it distracts our attention and leads us away. In the case of a book advertisement, a relevant illustration for a novel might be a photograph of the book, some element from the jacket, a photograph of the



F

author (*Caution:* If the author's face is not attractive, *don't* use it! Nothing can prejudice the reader more against a book than the face of a man or woman they would not want to meet . . . *Havelock Ellis*, *Rosamond Lehman*, *John Galsworthy*, *Elissa Landi*, are all good examples of interesting types.) some dramatic scene from the story, a portrait of the hero or heroine, or a photograph of a reader enjoying the book. In the recent "Take your good time with you" vacation ads for "Anthony Adverse," the illustration was a photograph of the book being placed into a suitcase. In an advertisement for a novel by Galsworthy, Bill Weber of Scribner's used a striking photograph of the author at work. (See ad F.) Note that the face turns *into* the copy, as it should, and not away from it into the ads of rival publishers.

## 3. Action.

The suggestion of something in motion is one of the strongest eye appeals with which we can lure the reader. For this reason Paul Brown's masterly drawing of the coach scene in "Anthony Adverse" was perfect as an advertising illustration. Almost as effective as the hint of action is the hint of something alive: people, hands, faces, eyes, animals, etc. Other good action devices are angles, curves, diagonals, circles. (See ads E, H, K and W.) *Caution:* Don't overdo this action business. Some ads (see ad N) have so much going on in them at once that they spin around like whirling dervishes. Use some restraint.

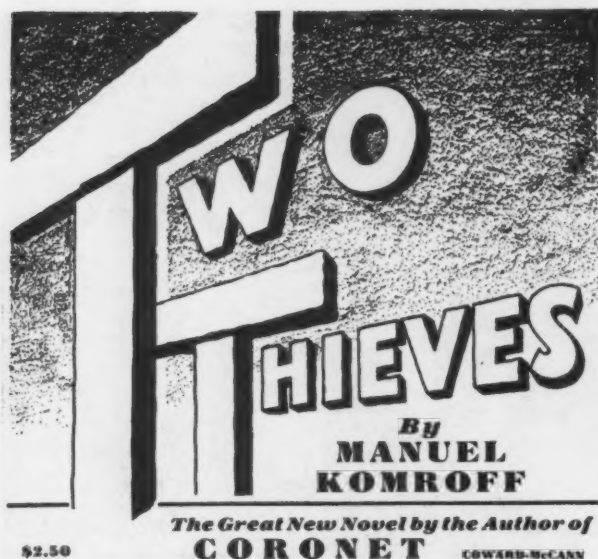


ON TOWARD A MILLION COPIES

# ANTHONY ADVERSE

A WORLD CLASSIC IN OUR TIME

E



G

## 4. Informality.

Though the light touch in advertising may be pleasant to the reader, it often turns out to be very painful to the advertiser. It should be handled with care. Unless great skill is shown in its use it is apt to deflect attention and leave the reader amused but unsold. Here (see ads A, D, H and L) are some good examples of the use of informality in book advertising. *Caution:* Selling books is no joke. Unless your humorous tidbit has some very direct connection with the book, and unless the point it makes leaves the reader with the book in mind, it is better to cut it out. In any case, serious books should never be kidded about.

## 5. Contrast.

A simple device for attracting attention is the bringing together of two contrasting elements and placing them in juxtaposition: A tall man and a short man, black and white, an elephant and a mouse, an airflow Chrysler and a model T Ford. The Random House ad on Eugene O'Neill used this device. (See ad S.)

## 6. Sobriety.

It isn't always necessary to stand on your head to attract attention. A soap-box orator first made me realize this. All he did to draw a crowd was to stare fixedly at a

silver-topped cane which he carried with him. Here (see ads I and J) are two good advertisements which use the dignified appeal. Note especially the "silver-topped cane" in each case: the wine glass in the Knopf ad, and the silhouette of the witch in the Viking ad. Both ads stood out in the newspapers and I'm sure that both sold books. What they did pre-eminently was to bring attention to a focus.

## 7. Headlines.

The ideal headline is composed of not more than five units nor more than sixteen words—the perfect unit being a single word. Here are some examples of good headlines:

1. *The Art of Thinking was written for me.*
  2. *Good to the last drop.*
  3. *What you don't know will hurt you.*
  4. *Get your first book free.*
  5. *These are the books he chose for you.*
- To insure legibility the headline should be set in lower case—almost never capitalized. Lower case type is easier to read because the variety of its forms enables the eye to distinguish the letters quicker and with less strain. Sometimes a single short word, never more than three short words, can be capitalized without loss of legibility. But it is always safer to use the lower case. It is also good practice to make the headline large enough, bold enough, or unusual enough in style or statement to strike the eye first. The



Don't miss  
**THORNE SMITH'S**  
new laugh classic  
**TOPPER TAKES A TRIP**  
Just out...\$2.50 Doubleday, Doran

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practice to make the headline large enough, bold enough, or unusual enough in style or statement to strike the eye first. The

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only exceptions to this rule are book titles or authors' names which function as headlines and therefore supplant the regular headline, and illustrations which dominate the ad for one reason or another. Another thing to consider in laying out your ad, if the headline is too long to be set in one line, is the "break by sense." Many good headlines have been made hash of by bad splitting. Break the headline into its component phrases if you must, but *never* break a phrase.

### To Hold Attention

#### 8. Complexity.

Unless an ad is intended to be nothing more than a simple reminder . . . sometimes called a "scatter" or "trip-hammer" ad . . . it


**ANNOUNCEMENT**

HENRY SEIDEL CANBY  
CHRISTOPHER MORLEY    WILLIAM ALLEN WHITE  
DOROTHY CANFIELD    HEYWOOD BROUN

Selecting Committee for  
**THE BOOK-OF-THE-MONTH CLUB**  
have chosen as  
the best current novel

**LOLLY WILLOWES**  
OR THE LOVING HUNTSMAN  
by Sylvia Townsend Warner

The selection was made from novels  
submitted by 29 publishers



This delightful story of a spinner  
who sold her soul to the devil has  
also won the acclaim of James  
Branch Cabell, Carl Van Vechten,  
Elinor Wylie, David Garnett and  
the press of England and America

THE VIKING PRESS • New York

fourth printing  
\$2.00

J

should be composed of at least three elements with three shifting points of interest. Attention wavers after the first impulse so we have to stir it up again. We can do this with new facts, arguments, subheads, different type sizes or illustrations. These should of course be less in value, intensity or size than the dominant element which acted as the focus.

#### 9. Simplicity.

Otherwise good ads are often spoiled by cluttering them up with a mass of relevant


**The Best  
Abridged Dictionary**  
It is Based Upon  
WEBSTER'S NEW INTERNATIONAL

**Webster's Collegiate  
Dictionary**

A short cut to accurate information that will quickly make itself indispensable for its wealth of ready information.


A Merriam-Webster: 106,000 Entries, including the important **NEW WORDS**, 1,700 illustrations.  
Cloth, \$5.00; Fabrikoid, \$6.00; Leather, \$7.50.

At Bookstores, or write  
for free information to  
G. & C. MERRIAM CO.  
SPRINGFIELD,  
MASS.



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but unessential detail. Nothing should be allowed to get into an ad that doesn't strengthen the impression created by the original layout or isn't needed to build the final impression. Price and publisher's imprint are *not* of primary importance to the reader, so they ought not to be emphasized. However, if the price is low and becomes a bargain appeal for the book, that fact is news and should be headlined. Otherwise it is best to omit the price entirely. Many an ad has made readers "want" to buy a book, only



THE PRIZE-WINNING NOVEL BY ELLINOR WYLIE

**THIS PURE YOUNG MAN**

"Seldom have we been so willing to assent to the decision of the judges of the literary contest as we are to the award of the \$7,500. Prize to 'This Pure Young Man.'"  
—Buffalo News. Longmans. \$2.00.

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# TOWARD THE FLAME

by HERVEY ALLEN

author of ANTHONY ADVERSE



**THE BIG PUSH:** Here are some rough layouts of part of the newspaper layout on this book. In addition, we plan to use the heavy artillery of The Times Book Review, The Herald Tribune "Books" and The Saturday Review of Literature. Contemporary will also be reviewed in Boston, Philadelphia, Chicago, Detroit, Cleveland, San Francisco, Los Angeles, Washington, D. C., and the monthly magazines. Protons, protons, and other dealer helps now available.



THIS IS WAR... the screaming, burning horror of it... the bloody plodding toward annihilation... as seen and recorded by the sensitive eyes of an officer in command of one of the American combat units that was wiped out by the last Hindenburg drive. The officer was a good soldier and happened also to be a poet; he has since become the author of ANTHONY ADVERSE. As a result, **TOWARD THE FLAME** is one of the most extraordinary war stories ever told. As ANTHONY ADVERSE approaches the phenomenal sale of 150,000 copies, we are proud to republish this remarkable narrative of Hervey Allen's experiences in France during The Great War. A new, large-paper, illustrated edition with 64 amazing pen and ink sketches, and two endpapers. by LYLE JONES. FEBRUARY 1918. \$2.50

FABER AND FENNER, 332 MADISON AVENUE, NEW YORK

M

to have the urge dissipated by the blatant announcement of price. Had these potential customers discovered the price in a bookshop, as they should, they might have been less intimidated by the cost, having the actual book in hand to offset the price hindrance. (Compare ads E, J, L and P with N.)

## 10. Emphasis.

One of the simplest attention-compelling devices, and the one most frequently neglected in book advertising, is the spotlighting or emphasizing of some element in the ad

because of its timeliness, strangeness, importance or visual appeal. This helps to arrest attention which can then be led to the other points of interest. Sometimes this emphasis can be placed on the author's name, if he or she is well known; sometimes on the title, if it is unusual; sometimes on an illustration, if it has novelty, action or life; sometimes on the headline, if it is

startling. (Compare ads B, O and T with M, V and W, for instance.)

## Washburn Books for Fall

<b>BOLIVAR, The Passionate Warrior</b> By T. E. YAMBA The mad career of a glorious conqueror. Illustrated \$5.00 <b>MEDDLERS, Uplifting Moral Uplifters</b> By H. L. BROCK A hard-hitting book—both a warning and a prophecy. \$3.50 <b>WITCHES STILL LIVE</b> By THEA EINHORN A startling revelation of modern witchcraft. Illustrated with lithographs. \$3.50 <b>THE AIR TOURISTS' GUIDE TO EUROPE</b> By Captain Norman Hamilton. With plates, maps, and photographs. \$3.50 <b>THE METROPOLIS OF TOMORROW</b> By HUGH FERRISS "The most brilliant exponent of the American Sky-scaper." John Reed Hovde Sixty full-sized plates. Quarto \$7.50	<b>LET'S BE NORMAL!</b> By Fritz Lang The first healthy approach to personality through psycho-analysis. \$2.00
<b>TOMORROW'S VOYAGE</b> By LEONARD HESS Dreams and dreams and unexpected nobilities in a dramatic story of everyday New York. \$2.50 <b>THE CHANTICLEER LIBRARY OF ILLUSTRATED CLASSICS</b> with original wood blocks by Howard Storer, bound in black velvet cloth with titles and decorations stamped in silver. <b>MADAME MOISSELLE DE MAUPIN</b> Gautier's <i>Chef d'œuvre</i> —the original <i>Variety</i> Translation complete. <b>CANDIDE</b> Voltaire's great work, complete with Parts I and II. Each volume \$2.00. Special limited editions, with hand-printed title-pages, each \$7.00. <b>PLAYS OF THE RENAISSANCE</b> By Carlo Corbelli With introductions and biographical notes. \$3.00	<b>THE RENAISSANCE OF BISH POETRY</b> By David Norton A discursive anthology. \$2.50
<b>ONCE TO TIGER BAY</b> By W. TOWERS The romantic story of Mother Jubilee and the Beachcomber. \$2.00 <b>THE MARK OF THE DEAD</b> By THE ABBOTT, who wrote "The Eldest Cavalier" A weird of Hesperian Mystery. \$2.00 <b>YONDER GROW THE DAISIES</b> The romance of a racketeer who tried to reform. \$2.00 <b>THE LEFT HAND OF GOD</b> By JEREMY LANE Mad adventure in the Gobi Desert. \$2.00 At All Bookstores Send for Complete Catalog of Fall Books PWS WASHINGTON, New York	<b>WALT HENLEY, SKIPPER</b> By Alfred F. Lewis The third book of this popular best-seller. Illustrated \$3.75

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## 11. Sequence.

The layout of an advertisement should be so contrived that it carries the eye from one unit to another in orderly, logical sequence. If the eye is distracted or short-circuited, it may miss the selling point entirely. There

**New LIVERIGHT BOOKS**

Timely, interesting and important volumes from LIVERIGHT.

by HAROLD E. STEARN'S  
**REDISCOVERING AMERICA**

by CECIL BARR  
**AMOUR**  
Exciting Adventures of a young millionaire.

JACOB WASSERMAN  
**THE DARK PILGRIMAGE**

by PETER  
**TROPICAL FISH**  
INCREDIBLE LAND

Black & Gold \$2.00  
Library Beautifully illustrated  
Printing & Binding. Ltd. Free.

Liveright Publishing Corp.  
386 Fourth Ave., New York City

N

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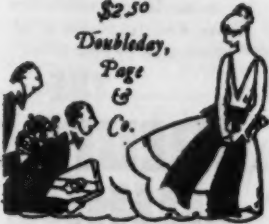


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*"Elizabeth's"*  
INTRODUCTION  
TO  
**Sally**

She was the most beautiful girl in the world, but she couldn't pronounce her "h's." The story of her adventures is a triumph of wit by the author of "The Enchanted April."

*At all bookstores*  
\$2.50  
Doubleday,  
Page  
&  
Co.

A black and white illustration at the bottom of the page depicts three figures. On the right, a woman stands in a long, dark, flowing dress and a tall hat, holding a small object. In the center, a man in a suit and bow tie is shown in profile, looking towards the woman on the right. On the left, another woman in a dark dress is seated or kneeling, looking up at the man. The entire scene is framed by a simple, wavy line at the bottom.

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**The Saga of the  
Comstock  
Lode**  
*Boon Days in Virginia City*  
by  
**George D. Lyman**  
More exciting facts in one book  
than in a dozen novels.  
Illustrated \$3.00

R

**DAYS WITHOUT END**

*Eugene*



*O'Neill*

**AH, WILDERNESS!**

"A strange and moving play of the struggle in a man's soul; a play so conceived as to amount to a profession of faith."  
—N. Y. Sun

**RANDOM HOUSE**  
20 East 57 St. New York

"As tenderly understanding a comedy, as deeply humane and heart-filled and sadly happy a play as the modern stage has offered us."  
—George Jean Nathan

S

Absorbing new books for varied tastes

**DUDLEY AND GILDEROY**  
By Algernon Blackwood

This is a noble fantasy by a master of consummate artistry—a delicate and profound study of bird and cat consciousness. It is the story of the glorious and droll adventures of Dudley, an aristocratic King Grey parrot, and Gilderoy, a plebeian ginger-colored cat who ran away to London. By the author of *Episodes Before Thirty*, *Tongues of Fire*, *John Silence*, etc. \$2.50

**FALSE FACE**  
By Jean Lilly

Robertus Love writes: "She tells it with such skill in creating suspense and suspicion that you never slump in your seat from the moment you discover young Granville Perkins slumped over the wheel of his automobile, shot to death, until suddenly False Face comes into the bad business with the unexpectedness and some of the fearfulness of the Headless Horseman." \$2.00

**THE LIFE OF NAPOLEON**  
By Dmitri Merezhkovsky

Herschell Brickell says this new biography by the author of *Napoleon the Man*, "has much of the same quality of excitement as its predecessor." Merezhkovsky dramatizes all the irony, the tragedy, and the triumph in the spectacular career of this man who dreamed of a united Europe. \$3.00

**PEACE**  
By Dr. S. Parkes Cadman

Thomas L. Masson says: "Not since Emerson wrote his *Spiritual Laws* has anything finer been written than Dr. Cadman's essay on Peace." \$1.00

**THE CHRISTOPHER ROBIN STORY BOOK**  
By A. A. Milne

Christopher Robin belongs to every child, and children have taken him as their own. He has entered the very small group of universal children's classics. Here, in one book, are verse and stories from *When We Were Very Young*, *Now We Are Six*, *Winn-the-Pooh*, and *The House at Pooh Corner*. With Shepard's whimsical drawings and a delightful, new introduction by Milne. \$2.00

Send for beautifully illustrated catalogue of new fall books

**E. P. DUTTON & CO., INC.**  
300 Fourth Ave., N. Y. C.

T

ginning of large blocks of copy. 5. The use of freak types to which the eye is not accustomed. 6. Lack of margins to rest the eye. 7. Overcrowding the copy space and forcing the use of small and illegible types. 8. Destroying the legibility of type by throwing a ben day screen over it (See ad C). I suggest Benjamin Sherbow's "Making Type Work" and Dwiggins' book on "Layout" for excellent guidance on this subject.

14. *White Type on Black.*

This stunt should be avoided for anything but large display lines because it is difficult to read. Hollingworth, explaining why, says: "We habitually associate *dark spaces* with objects and light spaces with background—with air, opening, sky, water, etc. It is always the positive, active features of our environment, the objects, to which we give special notice. Backgrounds have no particular importance except as they set off objects. So when black letters are seen on white the letters attract attention. But when white letters appear on black, they seem to be merely *holes* in the *object*, which is now the dark part. Hence we do not attend to the form, etc., of the letters." Anyway, as shock strategy this device has lost its punch because it has been worked to death. Shun it for large blocks of text because it strains the eye and therefore puts a burden on the reader

*Just Out!* **REVOLUTIONS**  
were his weakness!



He fought in thirteen of them but lived to write this breathtaking story of his thrilling and comic adventures. The incredible true story of an American soldier of fortune! Illustrated by Paul Brown. \$2.50

**THE Incurable Filibuster**

Adventures of Col. Dean Ivan Lamb  
FARRAR & RINEHART

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he may be unwilling to accept. In ads F and S the strong eye appeal of the layouts (which made the use of a few lines of reverse type necessary) offset and compensated for this weakness. The photos were so arranged that the author gazes almost directly at the small block of copy.

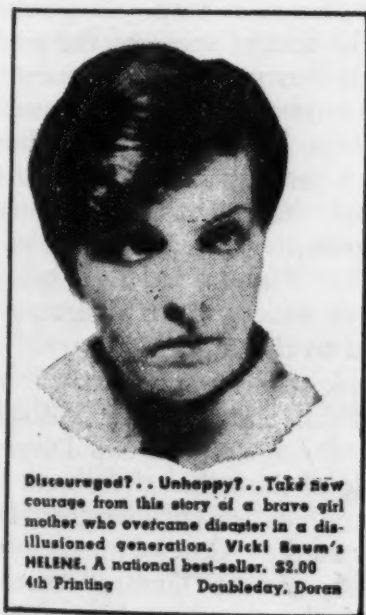
### Other Factors

#### 15. Atmosphere.

It is possible to suggest the quality and mood of a book by the appropriate use of type, decoration, illustration and arrangement. (Examples of book ads in which this was well done are ads D, G, J, M and Q.) In each case the spirit of the book was caught by the layout man and interpreted perfectly by the artist and typographer. This may seem a minor detail, but it gives the reader his first impression and should not be neglected.

#### 16. A Picture of the Book?

Why publishers rarely show what they have to sell shall remain, I suppose, forever one of the deep mysteries. A potential buyer



V

wants to see what he's buying before he decides. Besides, if you show him what you're selling he may recognize it again in a bookshop window and, who knows—may even step in to look it over. The book jacket, by the way, if it is well designed, can do double duty: 1. Show the product, and 2. display

the title and author. Photographs of books can be made more interesting by opening them up, by placing them in hands, by "shooting" them from unusual angles. They should be used wherever space permits.

#### 17. Title and Author.

The name of a book and its writer are vital elements in a book advertise-

## THE MAD MONK



You will never forget this weird story about the strangest man in history. "A fascinating book that will thrill and chill you."—Louis Sobol. By the author of *The Black Magician*.

**R. T. M. SCOTT**

Illustrated, \$2.00

CLAUDE KENDALL, 70 FIFTH AVENUE, N. Y.

W

ment, so the layout should always allot a space proportionate to the size of the ad to the title and author. In a small ad this would be about one-third of the space; in larger ads about one-sixth of the space. There are exceptions to this rule, of course, depending on the importance of other elements.

Sometimes, as in the case of "Two Thieves," the title can be dramatized by the use of unusual lettering. (See ad G.)

#### 18. ". . . to be broken."

Good ads, like good publishers, make their own rules. When war books were "absolutely through" Little, Brown published "All Quiet on the Western Front"; when it was an established certainty that book ads with small type wouldn't be read, Simon and Schuster began to run the *Inner Sanctum* column, than which there is no more avidly read book copy being printed.

# THE Publishers' Weekly

The American Book Trade Journal

Founded by F. Leyboldt

Published by the R. R. BOWKER CO. FREDERIC G. MELCHER, President; ALBERT R. CRONE, Vice-President; JOHN A. HOLDEN, Secretary; ARMOND C. FRASCA, Treasurer.

Publication office: 19th & Federal Sts., Camden, N. J.

Editorial and general office:

62 West 45th Street, New York City.

MUrray Hill 2-0150.

RICHARD ROGERS BOWKER  
Publisher and editor to 1933

EDITORS

FREDERIC G. MELCHER

MILDRED C. SMITH

SANFORD COBB

ALICE P. HACKETT

ALBERT R. CRONE . . . . .

Publications Manager

LOUIS C. GREENE . . . . .

Advertising Manager

July 21, 1934

**I**HOLD every man a debtor to his profession, from the which, as men of course do seek to receive countenance and profit, so ought they of duty to endeavor themselves, by way of amends, to be a help and ornament thereunto. —BACON.

## A Vigorous Broom

MOVING PICTURES HAVE, in a few short years, claimed immense audiences, and their financial structure has come to depend on the finding of large immediate rentals from each film.



To assure larger rental fees for each new film, the system of block booking grew up; the theater owner to take any has to take all, and

therefore loses any power to suit his programs to local demands or to represent his own standards of taste.

The first attack, therefore, in the present campaign against the moving picture morals, is against block booking. The reply of the producers is that they will allow the cancellation of present contracts in case there is "in any community a genuine concerted objection to the showing of a particular picture on moral grounds." After July 15th, the moving picture industry pledges that every film will be made under a code of the industry.

The campaigners of the churches will

probably not consider this arrangement satisfactory. It does, however, give the theater owner a power of selection which he has not before had. It will be pointed out that it does not eliminate the production of pictures which are objected to nor their elimination from theaters where the owner finds them satisfactory.

But the producer's situation goes further back. In his present set-up, he most decidedly needs large audiences, and he has found that sex appeal and risqué situations help to make for large audiences not only in the United States but also in the export business. These elements are a sort of universal language, and they have brought money returns. But to build a large industry with a part of the foundations of such dubious strength has been hazardous, as is now evident.

A large and increasingly well-organized public is today in a temper which even the ablest of public relations counsels cannot placate. There is a wave of revolt against the present film standards which in its effects may go beyond the curing of license to the curtailment of liberty. It takes tremendous heat to start a reform and the pendulum can swing far the other way. There are indications in the text of some of the present surveys that this is going to be the case.

For example, what will censorship do about a film like "Of Human Bondage"? This was a great book. It is a fine film. A moral film? Yes. If the clean-up campaign can eliminate the "Purple Virgin" films and save the "Of Human Bondage" type of films it will save society much and may do ultimate good to the movie industry.

The book publishing industry is not to be left out of this campaign. Says Bishop Cantwell of Los Angeles and San Diego: "With the coming of the talkie, there went to Hollywood hundreds of playwrights from the Broadway stage. Along with these went the authors of current literary successes, the writers of the pornographic school whose books have had a great sale in recent years. It is from these men and women that the stories now current on the screen are selected."

Here the criticism is passed very directly from Hollywood to Fifth Ave. What are the "literary" successes that are meant? "Of Human Bondage" and "Farewell to Arms"? The booktrade does have its tawdry sex

literature of which it may well be ashamed, but they are not its "literary" successes. The writer, the publisher and the reading public have fought for their right to have "Tess," "Jurgen," "Farewell to Arms," "Ulysses," etc., and the right is precious. In a house cleaning the broom is handled vigorously, but it is the dirt that we want to sweep out.

### Heigh-ho and Merrily

LEWIS GANNETT, of the *Herald Tribune*, has usually put his pen back of change and reform, but he turns unexpectedly to the support of *laissez-faire* in his column of last week on book prices. "The history of book-selling for centuries has been one of recurrent price wars; the business has always been on the point of death, and it always staggers along." Heigh-ho and merrily! There's comfort for those who are weary or heavy laden. They will stagger along. There is no release.

Mr. Gannett and others confuse the present issue by the off-hand statement that the price argument is one of the independent bookseller against the big department store. The fight against the "loss leader" type of merchandising has been also a fight within the ranks of department stores. Ninety per cent of the department stores of the country sell at the publishers' announced price because they do not wish to charge losses on books up to other departments. There is now a deserved stigma on "loss leader" selling that will not easily be wiped off. The losses on loss leaders have to be made up in other departments, and the wise shoppers remember the old caution—*caveat emptor*—let the buyer beware.

Mr. Hollister, whose pamphlet Mr. Gannett was reviewing, revives as gospel the opinions of 1852. English opinion on the subject of uniform book prices has completely changed. Should not Mr. Hollister and Mr. Gannett have mentioned that? Every other large book producing country, except our own, has come to use the uniform price system. Must press discussions always refrain from mentioning this point? Ad man and journalist have both worked safely in uniform price industries ad rates, and newspaper prices are uniform and carefully protected. May the plan not be of equal benefit to books? A score of countries think so. Why must books in New York stores be forever used as loss leaders to help sell rugs and watches?

### Best Sellers From July to July

BECAUSE THERE are two chief publishing seasons, spring and fall, a best seller list for the twelve months from January to December in any year necessarily gives the best break to the books published in the spring of that year, because, ordinarily, the "best selling" lifetime of a book, particularly in the case of fiction, does not last more than six months. It is, therefore, our custom to publish a year's best seller list, running from July of the previous year through June of the current year, such as the one appearing in the Market News this week, giving the break, for the time being, to the fall books, allowing them to run their full selling course overlapping the period from calendar year to calendar year. (See page 209.)

There are some notable exceptions to the ordinary six-months or so course of sales, "Anthony Adverse," of course, and, in the longer-lived non-fiction, "Life Begins at Forty," "Marie Antoinette" and "100,000,000 Guinea Pigs."

This list, like the one we publish for the calendar year, is made up from our monthly Best Seller Lists, which, in turn, are compiled from monthly reports from representative bookstores in every section of the country. Because these lists are based upon retail sales, you may be able to pick some flaws in them. The most easily recognizable one being, of course, the fact that our lists do not reflect book club sales. A publisher with two best sellers on his hands may find, for instance, that one of them appears on our list, while the other does not. When we tried to extract sales figures from the publishers to print with our list, we found, for instance, that "I Went to Pit College," a book club selection, had better sales at the Viking Press than did "While Rome Burns." Simon & Schuster told us that "The First World War" sold more than twice as many copies as "More Power to You!" Another flaw may be that a book which sold very well in the smaller shops had actually a somewhat higher sales total than one which appears higher on our list because of high reports from many representative stores. Reporting to us are all types of stores, large and small, department stores and personal shops, large stores in the cities and stores in the good-sized towns; and their reports do reflect what books America is buying.



# News of the Week

## What is a "Fair Competitive Basis?"

### *Booksellers and Book Departments with Rental Libraries Are Asked to Render Opinion for Code Authority Survey*

YOU WHO operate rental or circulating libraries of any type whether in connection with bookstore or book department, or as an independent business, are necessarily concerned with trade practices in the conduct of such business. To you, to each of you, the National Booksellers Code Authority addresses the

following questionnaire. It has a direct application to your business and therefore deserves your reading and your answering—promptly and fully. The information sent will be treated confidentially; will be used as statistics and evidence to create a better competitive system for all you and your patrons.

The National Booksellers Code Authority sends out this questionnaire and hopes that all who operate circulating libraries will fill it in and send their answers to the Code Authority at 35 E. 20th St., New York City:

It is imperative that you answer the following questions in reference to rental libraries. You realize the importance of proper legislation to eliminate various unfair trade practices. Upon your answers will, to a great extent, depend the recommendation of the Committee on Rental Libraries to the National Booksellers Code Authority. Your failure to answer may mean the loss of an opportunity to place this branch of the book business on a fair competitive basis. Your reply will be held strictly confidential, and will be only for the use of the Committee in formulating its recommendation.

1. What is your present daily rate?
  - A. Fiction
  - B. Non-fiction
2. What is your present minimum rate?
  - A. Fiction
  - B. Non-fiction
3. What competitive practices do you contend with that you think are unfair?
4. What daily rate do you recommend for all circulating libraries?
  - A. Fiction
  - B. Non-fiction
5. What minimum charge do you recommend for all circulating libraries?
  - A. Fiction
  - B. Non-fiction
6. Would you consider it advisable to limit the rental fee on all new publications, within three months of publication date, to a minimum charge of 25c, or 10% of list price if published at more than \$2.50?

(It is claimed for this suggestion that it would help to eliminate the loss leader practices of department stores, some of which now operate lending libraries on a 1c a day basis with no minimum charge and no deposit; that it would make for a fair competitive uniformity on new books; and would increase the income so that a greater proportion of new books could be added. As a direct result, the public would benefit considerably by having available a greater proportion of new books for rental purposes).

## "Flowering Thorn" Prize Contest Awards Announced

G. P. PUTNAM'S SONS have announced the winners in their "Flowering Thorn" contest. A prize of \$50 was offered to the woman submitting the best letter (not over 250 words) describing her personal reaction to the book. To the women submitting the ten next best letters, the publishers offered the choice of any one of their spring publications.

Carol Fleming and Harriet Anderson of the Channel Bookshop (incidentally their sales on this book topped 200) acted as final judges, and selected the letter submitted by Barbara Cheney of Essex, Connecticut.

"The Flowering Thorn" is to me a charming example of skillful writing. Though it is of the type described as 'a light story with a happy ending,' the theme is an exacting one. When the thorny Miss Frewen abandoned her London life for a cottage in the country with four-year-old Patrick Craigie, I awaited her flowering with alarm. Here was ample opportunity for a too quick transformation, a hurrying of the plot by such worn devices as accidents or illness, and for a sentimental appeal for sympathy by the child. Instead the change came slowly, convincingly. It is described with subtlety and with an unusual and admirable restraint. This restraint is particularly remarkable in the portrayal of young Patrick. I have seldom met a child in fiction whose charm was exerted so indirectly and yet so forcefully. With Miss Frewen I developed an abiding affection for this reserved little Briton. With her I was gradually, almost reluctantly, captivated by her neighbors, her inconvenient cottage and her new life.

"Besides telling an engaging story, the author gave me a sympathetic picture of a modern woman. Beneath her brittle shell Lesley Frewen had qualities of solid worth all revealed in her attitude toward Patrick: courage, intelligence and the capacity for an affection that is self-sacrificing but never possessive.

"Miss Sharp's clear, often witty style enhanced my enjoyment of her wise and charming book."

Miss Cheney is a graduate of Smith College and took an M.A. at Columbia. At both colleges she specialized in English literature. She has always been interested in writing, but so far has only had a few book reviews and one story published in *The Junior League Magazine*. Asked where she purchased her books she replied that she had been unable to buy any of late, but had rented them from the Putnam Lending Library. "Now," she writes, "I shall buy a copy of 'The Flowering Thorn' which, needless to say, I am anxious to own." The other ten prize winners were: Anna Carolyn Herr, Pauline Corley, Mrs.

Cleon Throckmorton, Zora Shields, Eula James, Viola M. Jones, Thelma English Shoemaker, Mary Lenz, Margaret Winslow, Frieda Wyandt.

According to the publishers the contest was a great success and resulted in some interesting figures. Over five hundred letters were received from 41 different States—France, Canada, Bermuda, Alaska and Hawaii. Sixty-nine contestants asked that Miss Sharp write a sequel. Seventeen writers compared the author to Galsworthy; eleven compared her with Aldous Huxley; six thought her style resembled that of Beverly Nichols, and three said she was a second George Eliot.

## Department Store Sales Rise

COUNTRY-WIDE department store sales for June, 1934, were 9% ahead of June, 1933 according to the Federal Reserve Board report. There was, however, a decrease from May to June of somewhat more than the estimated seasonal amount. Sales for the first 6 months of 1934 are 18% ahead of the first six months of 1933. Increases for June, 1934, over June, 1933, by districts are: Atlanta, 33%; Dallas, 23%; Richmond, 21%; Cleveland, 18%; Philadelphia, 13%; Kansas City, 12%; St. Louis, 10%; Chicago, 8%; Boston, 7%; Minneapolis, 6%; New York, 4%, and San Francisco, 1%.

## Copyright in Egypt

EGYPT IS A COUNTRY that is beginning to use more and more books from other literature-producing countries and is without membership in the Copyright Union. European publishers are endeavoring to find a way to improve this unsatisfactory condition. English authors are complaining that even in India and Japan under copyright legislation similar to that of England the practice of backstairs pirating is all too common, and, as the pirating is done by unsubstantial people, they fade away when pursued, like the printers of song sheets on Broadway.

## Teaching Aids Exhibited

SIXTY BOOK PUBLISHERS and eight university presses contributed to a display of modern teaching aids which was shown at the annual education exhibit of the Columbia University Summer School. More than 5,000 textbooks were placed on view.

## "Saturday Review" Announces Award for Novel on Race Problems

AN ANNUAL AWARD of \$1000 for "a sound and significant book published in the previous twelve months on the subject of racial relations in the contemporary world" has been announced by the *Saturday Review of Literature*. The award has been established by Mrs. Edith Anisfield Wolf of Cleveland in memory of her father and will be known as the John Anisfield Award. The prize will be awarded after August 1st each year.

## Public Printer Named

AUGUST E. GIEGENGACK has been appointed Public Printer in charge of the Government Printing Office, succeeding George H. Carter. Mr. Giegengack was international president of the Craftsmen's International Organization from 1927 to 1929 and prior to that he was president of the New York Printing House Craftsmen.

## Post Column Discusses Leisure

SOPHIE L. GOLDSMITH has been conducting since February a weekly column in the New York *Post*. It discusses the cultural and leisure-time activities of children up to the age of sixteen years. In connection with each activity, children's books are suggested and reviewed. Mrs. Goldsmith would like to receive books for children on every subject. She will correlate them as effectively as possible. Books should be sent to her home address, 35 West 81st Street, New York City. Books on occupational and cultural subjects, as well as fiction, will be especially welcome.

## City Sales Tax Due Aug. 1

THE NATIONAL Association of Book Publishers has sent out a memorandum to its members reminding them that the New York City Gross Sales Tax of 1/20th of gross receipts over \$15,000 for the year 1933, for the privilege of doing business for the balance of 1934, is due and payable on August 1, 1934. All interstate and foreign business is to be excluded in computing the tax. Return forms may be obtained from Room 602, Municipal Building, New York City. The New York State Retail Sales Tax expired July 1, 1934.

## Notes on the Codes

AN INDUSTRIAL APPEALS BOARD of three members has been set up to act upon all complaints of inequitable application of NRA codes. Amos J. Peaslee, a New York attorney who has been acting as chief of the NRA compliance division, has been placed at the head of the board. John S. Clement of Philadelphia is the second member. The third remains to be chosen.

DONALD R. RICHBERG, who has for more than a year been general counsel of the NRA, was named temporary executive secretary of the Executive Council and executive director of the National Emergency Council just before President Roosevelt left on his vacation. Mr. Richberg will serve until September 1.

ROBERT K. STRAUS, son of Ambassador Jesse I. Straus, who has been a special assistant to the administrator of the NRA, was named head of a committee which will concentrate in an effort to bring the 262 unapproved codes to completion. He will be assisted by Leon Marshall and George S. Brady.

AN APPLICATION on behalf of the superfinish cover manufacturers for modification of the code of fair competition for the graphic arts industry has been submitted to the NRA by the book manufacturing industry through its Code Authority and the National Graphic Arts Coordinating Committee. This application asks that orders received on or before February 15th, accompanied by a dummy and complete manufacturing instructions shall be subject to a special discount of 5%, provided the order is shipped and billed upon completion and provided that the invoice is paid on the cash discount date.

RETAIL MERCHANTS who advertise or offer for sale on the instalment plan merchandise which may be bought at a discount for cash, without making it clear that there is a difference in the costs to the buyer, will be regarded as violating the "inaccurate advertising" provision of the retail code, according to a ruling recently made by Division Administrator Robert Houston.



### News From Publishers

Timeliness is helping the sale of the recent books on Germany. Developments to date rather bear out the predictions made by Ernst Henri's "Hitler Over Europe" which Simon & Schuster published on July 10th. Morrow's "The Berlin Diaries" also is benefiting by its complete timeliness. Harper's announces the republication of Mark Twain's "Concerning the Jews" which was written in 1898 following anti-Semitic demonstrations in Austria which Mark Twain had witnessed.

❖ ❖

F. R. Mansbridge, in charge of the distribution of Cambridge University Press books in the United States, sailed recently for England where he will collect for exhibition in this country in the fall about 100 old and valuable books printed in Cambridge since 1534. This exhibit will commemorate the 400th anniversary of the granting of the charter to the Cambridge Press by King Henry VIII. An exhibition of Cambridge books from its own collection will be held by the New York Public Library in October.

❖ ❖

Although the "Mother's Encyclopedia" has not yet been offered to the public through the bookstores, thousands of the original four-volume set have been sold by subscription. Reynal & Hitchcock are letting the booksellers in on the set's popularity by publishing a one-volume trade edition, which will retail at \$3. Publication date is August 23rd.

❖ ❖

Bertha Gunterman, head of the Children's Department of Longmans, Green, will leave the middle of August for six months in Spain, Italy and Southern France.

❖ ❖

Harper's has announced a new history of Europe in 20 volumes to be edited by William L. Langer of Harvard. The series will be called "The Rise of Modern Europe" and will be written exclusively by American historians and prepared with the needs and the point of view of the intelligent layman in mind. Each volume is designed as an independent work,



*Longmans calls this picture "Publishers Eat—For Ocel!" It is, believe it or not, a photo of a Longmans Sales Conference. The luncheon was prepared by "The Mystery Chef" (hiding behind the napkin), whose new cook book is on the Longmans fall list*

but will be a unit in the larger plan at the same time. The first two volumes, each approximately 100,000 words in length, will be published this fall. They are "A Decade of Revolution: 1789-1799" by Crane Brinton of Harvard and "Reaction and Revolution" by Frederick B. Arts of Oberlin.

❖ ❖

Simon & Schuster report that a recent sales analysis revealed the astonishing fact that in the past eight years they have sold directly in the sovereign state of Mississippi exactly three books; total receipts, \$8.08!

❖ ❖

Stokes will make up for any bookseller who requests it a special large poster carrying three big July titles: "Years Are So Long" by Josephine Lawrence, "The Road to Nowhere" by Maurice Walsh and "The Chinese Orange Mystery" by Ellery Queen.

❖ ❖

In the light of recent complaints from booksellers regarding the bulk of unnecessary mail from publishers, it is interesting to note a letter sent out last week by Nelson Doubleday which reads: "This will introduce to you Mr. Robert Hunt, who has pledged himself to do everything in his power, as far as Doubleday, Doran & Co. is concerned, to work for a new deal in Trade Promotion. Beginning with this note, it is our intention

that you shall never open a Doubleday, Doran envelope that does not contain—

1. Book news of genuine importance.
2. Sales facts of immediate interest.
3. Practical suggestions for increasing your profits.
4. Easy ideas for window display with material that we provide, or with such as you may have in hand.

"I believe that you will find our future communications to you frank, brief and helpful and that they will appear in your mail so sparingly as to be a pleasant surprise worth careful attention."

✻ ✻

From now on the imprint of the Bobbs-Merrill Company, which has been simply The Bobbs-Merrill Company, Indianapolis, will be changed to read The Bobbs-Merrill Company, Indianapolis and New York.

✻ ✻

On the same day Stokes published "Faint Harmony," a novel by a young English composer and novelist, Vivian Ellis, and Chapell-Harms published his song with the same title. This is of special interest to the *Publishers' Weekly* because the well-known music firm occupies offices just below ours, and the strains of "Faint Harmony" and other ditties have accompanied our literary efforts for some time.

### New Publishers

The Rodin Publishing Co., located at 200 West 57th Street, has recently been organized. The firm will specialize in books on radio and broadcasting and the first publication is called "So-o-o-o You're Going On the Air!" by Robert West.

### With the Authors

Tracy Mygatt, author of "Julia Newberry's Sketchbook," gave us a good illustration this week of the effect of a successful book on other books by the same author which may not have been so successful. Miss Mygatt has received several orders since the publication of "Julia Newberry's Diary" for a play she wrote and published in 1919. The play is titled "Good Friday: a Passion Play of Now" and deals with the spiritual issue involved in pacifism. Incidentally Miss Mygatt, who is a pacifist, is now corresponding with Rear-Admiral A. G. Berry, retired, who was himself an admirer of Julia Newberry back in the days when Julia had all the

young men of New York at her feet. Rear-Admiral Berry was then a midshipman. "Good Friday," which was recently recommended to churches by *The Churchman*, may be secured from Miss Mygatt, 52 Garden Place, Brooklyn, N. Y.

✻ ✻

Marquis James sailed for Europe on June 30th with Bernard M. Baruch, for whom he has been collecting and arranging historical data which Mr. Baruch is using for reference in writing his memoirs. While abroad Mr. James will consult the foreign office files in London and Paris for material for the concluding volume of his definitive life of Andrew Jackson. Mrs. James who accompanied her husband has just delivered to Bobbs-Merrill the revised proofs of a life of Andrew Jackson for young people which will be published this fall.

✻ ✻

Arrangements have been completed for the salesmen of G. P. Putnam's Sons to carry the trade books and the services of the H. W. Wilson Co.

✻ ✻

Walter B. Pitkin started a year of radio broadcasting on July 12th at 8:15 P.M. over the Columbia Broadcasting System network. He will speak every Thursday evening on topics of current interest, outlining his philosophy and giving advice of a general nature.

✻ ✻

Rockwell Kent will sail July 17th for a two-years' stay in Greenland, where he will complete his next book, "Salamina," which will be published by Harcourt a year from this fall.

✻ ✻

Christopher Morley has accepted the editorship of the eleventh edition of Bartlett's "Familiar Quotations" (Little, Brown), which is due to be published in 1936. He will be assisted by Louella D. Everett, known to every reader of the *New York Times Book Review* or *Boston Transcript* for her answers to queries. Collecting quotations has been her life-long hobby and has given her a unique fame.

✻ ✻

Louis-Ferdinand Céline, author of "Journey to the End of the Night," arrived in New York at the end of June. He shuns publicity,



so there will be no dinners, luncheons or teas to present him to the literati of New York or elsewhere, according to Little, Brown.

\*\*\*

Kenneth Roberts was awarded the honorary degree of Litt.D. by Dartmouth College at its commencement exercises in recognition of his three novels, "Arundel," "The Lively Lady" and "Rabble in Arms."

\*\*\*

Mary Elting, managing editor of the *Golden Book*, is now in charge, Joseph Anthony having resigned as editor to devote all his time to casting and rehearsing his new play, "A Ship Comes In," which is being produced by Mayhern Productions and opens on Broadway September 15th.

\*\*\*

Walter B. Pitkin, author of "Life Begins at Forty" and the recently published "New Careers for Youth," is editor of a new weekly magazine, *The New York Woman*, which will be published in September, at 62 West 45th Street, N. Y. City. The new periodical will sell for ten cents and will be specifically addressed to the women of New York City. Ruth Seinfeld, columnist and magazine writer, is the managing editor.

\*\*\*

An exhibition of Pablo Picasso's book illustrations is being held in the exhibition galleries of the Limited Editions Club at 551 Fifth Avenue until August 10th. On display is a complete copy of the edition of "Ovid's Metamorphoses" which Picasso illustrated for Skira of Geneva, the edition of Balzac's "L'Homme Inconnu" published by Vollard of Paris and the Limited Editions Club's edition of "Lysistrata."

### Bookshop Notes

When Lewis Gannett, his wife and young son Michael drove to the Coast last summer he wished that he had known and carried along some good books about the country through which he passed. When he began to write "Sweet Land," his account of his adventures in discovering America, which Doubleday, Doran published on July 3rd, he asked the bookshops along the way to help him make such a bibliography. Leading bookshops from Ohio to California and New Mexico sent him lists of the most interesting books about their region, history, fiction,

travel, all kinds that contribute to the understanding of the country. These lists are included in the last chapter of "Sweet Land."

\*\*\*

Among the booksellers who sent lists to Mr. Gannett are Burrows Brothers, Cleveland; Kroch's, Brentano's, Carson, Pirie & Scott and Mandel Brothers in Chicago; Morris Sanford Company in Cedar Rapids, Iowa; Matthews in Omaha; and the Doubleday, Doran Book Shop in St. Louis. Texas lists were contributed by Gammel's in Austin, Norton Brothers, El Paso, and Teolin Pillot Company, Houston. Others include Hester Hunter's University Square Bookshop, Tucson, Arizona; Philip Kubel, Paul Elder, Newbegin, and Gelber & Lilienthal, all of Los Angeles; J. K. Gill Company, Portland, Oregon; Frederick & Nelson, Seattle; The Desert Book Company and Dwyer Bookshop, Salt Lake City; Associated Students' Store (University of Missoula), Missoula, Montana; Phillips Bookstore, Bozeman, Montana; Chapple's, Billings, Montana; Powers Mercantile Company, Minneapolis; and Roberta Robey's Villagra Bookshop.

\*\*\*

T. C. Quickel of the Thomas-Quickel Co., of Durham, North Carolina, has been giving a series of broadcasts over the radio every Wednesday evening at 7:15. He reviews books and describes the services offered by the store and its staff. Mr. Quickel finds radio advertising both inexpensive and efficient. . . . During the past two years this store has paid particular attention to its windows with good results. . . . The book department has been arranged with comfortable chairs and adequate lighting and the invitation to "come in and browse" is cordially given. . . . The shop tried an unusual promotion stunt for Phyllis Bentley's "Inheritance." It got 75 extra jackets from the publishers, wrote letters on the reverse and mailed them to a picked list of customers. The result was a sale of 50 copies, which Mr. Quickel says is an all-time high for Durham.

\*\*\*

Putnam's used the inside covers of their *Books of the Month*, called *The Tatler*, to introduce to customers the staff of the Putnam Bookstore. The July issue introduces Henry Giersberg, in charge of the Old and Rare Book Department.



The drought in the Middle West had a bad effect on the book business, according to Ernest F. Ayres of Ayres Book Shop, Boise, Idaho, who reported no best sellers for June.

✻ ✻

An addition to Nantucket's summer life is *The Harpoon*, edited and published by Katharine Lord of The Little Book House on Nantucket Island. It's a four-page journal, to be published three times during the season, and the first issue stakes a tentative claim to the field of literary, social and sports interests of Nantucket.

✻ ✻

The Methodist Publishing House of Dallas, Texas, "the South's largest bookstore," announces in the summer issue of its *Book Talk* a summer clearance sale of good books. It's a good way of stimulating business in the hot weather. The announcement reads, in part, "This is a genuine clearance and you regular customers know what to expect when we announce a sale. This year when everyone is operating under a code, including the booksellers, there will be a few books which we cannot place on sale."

✻ ✻

JULY 5 was set by the Merriam Company for the actual date of publication of its new dictionary. This was the date decided upon many months ago and it is a testimony to the systematic progress of the book that this publication date was so faithfully kept.

### *Changes in Address*

**Boston, Mass.**—Colesworthy's Book Store, for ninety-four years located at 66 Cornhill, is moving a couple of doors down the hill, to 58. Wm. L. Hallworth, the owner and grandson of the founder of the shop, Daniel C. Colesworthy, has been running the shop for forty years. The new shop will be very much larger, the old one having been barely large enough for Mr. Hallworth, his clerk and half a dozen browsers.

**Boston, Mass.**—The Uptown Book House has moved from 237 to 261 Huntington Ave.

**Boston, Mass.**—Jean Karr, bookseller, has moved from 682 Blue Hill Ave., Dorchester, to 144 Geneva Street, Boston.

**Brooklyn, N. Y.**—The Guller Art Co. has moved from 1119 Broadway to 3152 E. 6th St. The shop requests dealers' want lists and catalogs.

**Brooklyn, N. Y.**—The National Library Guild, Inc. has moved its office and receiving room from 2040 East 41st Street to 1355 E. 38th St.

**New York City**—Harold R. Johnson Co. is now located at 24 West 20th St. Mr. Johnson informs us that the shop is going to unload its large out-of-print stock of all books, including poetry, and is issuing a sixteen-page clean-out catalog. By January, 1935, it expects to have a large stock of autographed, limited edition and rare books.

**Stockton, Cal.**—Gardner's Book Shop has moved from 303 Bank of America Building to 405 E. Main St. The new shop is larger and is located next door to the busiest corner in Stockton. The shop will carry current books as well as standard items and will continue to operate its rental library. J. W. Gardner, the proprietor, requests publishers' catalogs.

### *New Shops*

**Chicago, Ill.**—Mr. Elman, who operates the bookstore at the Jewish People's Institute, has bought The Monarch Book Store at 174 West Madison Street, and has added a textbook department.

**Chicago, Ill.**—Gregory Mazer, formerly bookseller at the Sign of the Sibyl and the Lincoln Book Shop, Chicago, is now conducting a mail order business in first editions, out-of-print and rare books, principally with the trade. His new address is 1761 Sedgwick St.

**Hyannis, Mass.**—The Personal Book Shop, of Boston, is operating a summer shop at Sherman Square, Hyannis.

**Portsmouth, N. H.**—The Daniel Fowle Book Shop has been opened by F. M. O'Brien at 150 State St. The shop was named after Daniel Fowle, the first printer in New Hampshire, and will handle second-hand books and a rental library.

**Ardmore, Pa.**—Louise Sinnickson, who manages the Ardmore shop of E. S. McCawley & Co., is taking the shop over on September 1, with Mrs. Charles Otto as her partner. Mrs. Otto, then Miss Marjorie Young, worked for Mr. McCawley for three years. The shop will be called The Ardmore Bookshop. Mr. McCawley will continue his Haverford shop.

## Obituary Notes

## JULIAN HAWTHORNE

JULIAN HAWTHORNE, author and only son of Nathaniel Hawthorne, died on July 14th at the age of 88. He started writing much against the advice of his father who wanted him to be an engineer. However, he entered the Scientific School at Harvard and after a couple of years at a school in Dresden settled down to a job in the New York City Department of Docks. Meanwhile he contributed to various periodicals and finally gave up his job to devote himself to writing. His first novel, "Bressant," was published in 1873. "Garth," written two years later, was his best-known, if not most successful, book. Mr. Hawthorne continued to write at a great rate for many years after his start, and many of his books were much admired at the time. For two years he was reviewer on the staff of the *London Spectator*, and in 1885, when he published both "Sinfire," a novel, and his "Biography of Nathaniel Hawthorne," he was literary critic on the old *New York World*. In 1895 his novel, "Between Two Fires," won the old *New York Herald's* \$10,000 prize competition. His "History of the United States" was published in 1899, and in 1904 both his "History of American Literature" and "Hawthorne and His Circle" were published. His last book, an autobiography, "Ships That Pass," was published in 1928 when he was eighty-two. Mr. Hawthorne left seven children, among them Mrs. John M. Oskison, who is well known as a writer of girls' books under the name of Hildegard Hawthorne.

## CHARLES S. BROOKS

CHARLES S. BROOKS, author and playwright, died on June 29th in Cleveland. He was 56 years old. Since 1915 he had been writing volumes of essays and travel, books which introduced into modern America the type of subtle intellectual humor that Lamb, Hazlitt and Stevenson made so familiar in England. He was the author of numerous plays and was the founder of the Playhouse in Cleveland about eighteen years ago. His works include "Luca Sarto," "Chimney Pot Papers," "A Thread of English Road," "Roundabout to Canterbury," "Roads to the North," "Journeys to Bagdad," "English Spring," "An Italian Winter," and "There's Pippins and Cheese to Come."

## DR. N. L. BRITTON

DR. NATHANIEL L. BRITTON, biologist, author and educator, died on June 24th at the age of 74. Among botanists and educators, the career of Dr. Britton has been considered little short of amazing. His publications rank as leading reference works in their field. He was for thirty-three years director-in-chief of the New York Botanical Garden which, under his guidance, grew from an "idea" to the third most important botanical garden in the world. His works include "Illustrated Flora of Northern United States and Canada," 3 vols., "The Flora of New Jersey," "Flora of Bermuda," "The Bahama Flora," with C. F. Millspaugh, and four volumes on cacti, written with J. N. Rose for the Carnegie Institution, which are considered leading books of reference on the cactus family.

## MARY WILDER TILESTON

MRS. MARY WILDER TILESTON, author of some of the most famous compilations of inspirational quotations published in this country, died on July 3rd in her ninety-first year. The sale of her best-known book, "Daily Strength for Daily Needs," first published in 1884, has now reached 402,500 copies, exclusive of the English edition. More than thirty books of hers have been published, most of them compilations, including "Quiet Hours," "Sugar and Spice," a collection of nursery rhymes, "Joy and Strength for the Pilgrim's Day," "Tender and True," and "Prayers, Ancient and Modern."

## JOSEPH KEATING

JOSEPH KEATING, Welsh novelist, died on July 8th at the age of 63. He early developed the faculty for writing, although he continued to earn his living in a coal mine until his late twenties. He was the author of "The Son of Judah," "Queen of Swords," "Great Appeal," "Flower of the Dark," and an autobiography, "My Struggle for Life," among others.

## Correction

OUR RECENT NOTICE that the firm of William Edwin Rudge had moved to Rockefeller Center was a bit ambiguous. We should have given the full name of the firm, The Printing House of William Edwin Rudge, Inc. The firm of William E. Rudge's Sons is still at 225 Varick St. The president is Mr. Rudge's son, William Edwin Rudge.

# American Book Councillor Lists



Sponsored by  
The Joint Board of Publishers and Booksellers

## BIRD BOOKS

Approved by Alden H. Hadley, Director of Education, National Association of Audubon Societies.

CHAPMAN, FRANK M. "Handbook of Birds of Eastern North America"; rev. ed. '12 *Appleton-Century*, \$5.

Five hundred species are included with non-technical descriptions.

BAILEY, MRS. FLORENCE. "Handbook of Birds of the Western United States"; rev. ed. '17 *Houghton*, \$6.

A comprehensive manual with keys and descriptions of appearance, habits and settings.

WALTER, HERBERT E. AND ALICE H. "Wild Birds in City Parks"; rev. ed. '26 *Macmillan*, \$1.50.

Hints on identifying 203 birds. Prepared for Lincoln Park, Chicago, but adapted to other northeastern localities.

MATHEWS, F. SCHUYLER. "Field Book of Wild Birds and Their Music"; rev. ed. '21 *Putnam*, \$3.50.

The character and music of birds east of the Rockies with musical notation for each song.

REED, CHESTER A. "Land Birds East of the Rockies" *Doubleday*, \$1.25.

"Western Bird Guide" *Doubleday*, \$1.75.

"Water and Game Birds" *Doubleday*, \$1.25.

Excellent pocket guides for individual use, illustrated in color.

ALLEN, GLOVER M. "Birds and Their Attributes." '28 *Marshall Jones*, \$3.50.

A readable book which contains much accurate information about the nature and activities of birds.

ALEXANDER, WILFRED B. "Birds of the Ocean." '28 *Putnam*, \$3.50.

A well compiled book which identifies birds likely to be seen on ocean voyages in all parts of the world.

ALLEN, ARTHUR A. "Book of Bird Life." '30 *Van Nostrand*, \$3.50.

A study of birds in their native haunts which stresses bird habits rather than identification.

CHAPMAN, FRANK M. "What Bird is That?" '20 *Appleton-Century*, \$1.50.

A guide to land birds of the eastern United States arranged by season with 301 illustrations in color.

BALL, ALICE E. "Bird Biographies." '23 *Dodd, Mead*, \$5.

150 common birds of the eastern states are described for beginners in bird study.

BAYNES, ERNEST HAROLD. "Wild Bird Guests"; rev. ed. '31 *Dutton*, \$2.50.

An interestingly written practical guide on feeding and protecting wild birds.

DAGLISH, ERIC FITCH. "How To See Birds." '32 *Morrow*, \$1.50.

A simple book, primarily for boys and girls, illustrated with the author's wood cuts.

WETMORE, ALEXANDER. "Migrations of Birds." '26 *Harvard*, \$2.50.

A refreshing study which contains the author's original observations in the United States.

TRAFTON, GILBERT HAVEN. "Bird Friends." '16 *Houghton*, \$3.50.

An excellent source book for those interested in bird study and protection.

THOMSON, ARTHUR L. "Birds." '27 *Holt*, \$1.25.

An introduction to ornithology for the general reader.

SHOFFNER, CHARLES P. "Bird Book." '32 *Stokes*, \$2.

Gives a splendid background for bird study. Questions and answers follow each chapter.

HENDERSON, JUNIUS. "Practical Value of Birds." '27 *Macmillan*, \$2.50.

A comprehensive survey of economic ornithology in this country.

SHARP, DALLAS LORE. "Sanctuary! Sanctuary!" '26 *Harper*, \$2.50.

A plea for the continuance and safety of wild life, especially bird life.

BLANCHAN, NELTJE. "The Bird Book." '32 *Doubleday*, \$5.

Many common and game birds are described by an enthusiastic bird student.

### Recent Books:

GREEN, C. "Birds of the South." '34 *Univ. of North Carolina Press*, \$1.50.

A guide for amateur ornithologists and nature students to permanent and winter birds of the South.

PETERSON, R. T. "Field Guide to the Birds." '34 *Houghton*, \$2.75.

A field guide to identification of eastern birds of the United States, based on color values rather than actual colors of the birds.

BRAND, A. R. "Songs of Wild Birds." '34 *Nelson*, \$2.

The author describes 35 birds and their songs, which are also recorded on two records to be played on a phonograph.

Prices subject to change without notice



# Market News

## Book Club Selections

### LITERARY GUILD

August—"Modern American Prose," edited by Carl Van Doren. *Harcourt.*

### BOOK-OF-THE-MONTH CLUB

August—"Holy Deadlock" by A. P. Herbert. *Doubleday.*

### SCIENTIFIC BOOK CLUB

July—"Conquest of Tibet" by Sven Hedin. *Dutton.*

August—"Science for a New World." Planned and arranged by the late Sir J. Arthur Thomson. Edited by J. G. Crowther. *Harper.*

### RELIGIOUS BOOK CLUB

July—"Church Unity Movements in the U. S." by H. P. Douglass. *Institute of Social & Religious Research.*

August—"Beyond Damascus" by F. A. Spencer. *Harper.*

### CATHOLIC BOOK CLUB

July—"The Woman and The Sea" by Concha Espiña. *Henkle.*

August—"Strong Man Rules" by George Shuster. *D. Appleton-Century.*

### LUTHERAN BOOK CLUB

July—"Sermons on the Lord's Prayer" by Clovis G. Chappell. *Cokesbury.*

## Notice to Control Card Users

Changes in Doubleday, Doran juveniles: "Cowboy Tommy's Roundup" by Sanford Tousey, originally scheduled for July 25th, has been changed to Sept. 5th.

"Board the Airliner" by John J. Floherty, originally scheduled for Aug. 8th, will be published on Oct. 10th. The price has been changed to \$2.

"Yossele's Holiday" by Sonia Mazer, originally scheduled for Aug. 8, will be published on Oct. 10th.

"Farm Boy" by Phil Stong, originally scheduled for Aug. 8th, will be published on Oct. 10th.

"Keeping Young in Business" by E. G. Weiss and L. L. Snyder (Whittlesey House)

will be published on Sept. 10th, and the price has been changed to \$1.75. It was originally scheduled for May.

Changes on the Farrar & Rinehart list:

"The Meaning of Marx" originally announced as edited by Sherwood Eddy will be edited instead by Sidney Hook. The publication date has been changed from June 15th to Sept. 17th.

"The Ten Million" scheduled for Apr. 15th, will be published on Sept. 27th.

"An Introduction to Sex Education" by Winifred V. Richmond, originally scheduled for July 23rd, will be published on Sept. 27th.

The price of "The Decline of American Capitalism" by Lewis Corey (Covici, Friede), to be published Aug. 28th, has been changed from \$3.50 to \$4.

"The Chance of a Lifetime: Marching Orders for the Lost Generation" by Walter B. Pitkin (Simon & Schuster) will be published August 22nd. It was originally scheduled for June 15th, as "Youth Marches On: Field Orders for the Lost Generation."

## Changes in Price

### HARPER & BROTHERS

The price of "Patent Law for the Inventor and Executive" has been reduced from \$3.00 to \$2.00.

### ALFRED A. KNOPF

Bragdon, Claude, "Merely Players," from \$1.00 to \$2.50; Conkling, G. H., "Witch and Other Poems," from \$1.00 to \$2.50; Gide, André, "Lafcadio's Adventures," from \$1.00 to \$2.50; Hergesheimer, J., "Balisand," from \$1.00 to \$2.50; Hergesheimer, J., "Cytherea," from \$1.00 to \$2.50; Johnson, James W., "Autobiography of an Ex-coloured Man," from \$1.00 to \$2.00; Lawrence, D. H., "The Plumed Serpent," from \$1.00 to \$2.50; Morgan, Charles, "My Name Is Legion," from \$1.00 to \$2.00; Morgan, Charles, "Portrait in a Mirror," from \$1.00 to \$2.00; Pierre-Quint, Leon, "Marcel Proust," from \$1.00 to \$2.50.

### OXFORD UNIVERSITY PRESS

Shorter Oxford English Dictionary, 1 vol. 1/2 mor. now \$35.00.

Shorter Oxford English Dictionary, 2 vols. 1/2 mor. now \$35.00.

Anson: On Contract, ed. Corbin now \$3.75.

Robinson: Everyday Life in Ancient Greece, trade edition, now \$1.25.

### REILLY & LEE

The price of the Collected Verse of Edgar A. Guest, announced for fall publication, has been changed from \$2.50 to \$3.00.

# Market News

## One Month from Now—A Forecast

THE PEEL TRAIT, by Joseph C. Lincoln. *Appleton-Century*, \$2.

HEART, BE STILL, by Isabel Wilder. *Coward-McCann*, \$2.

LIGHTSHIP, by Archie Binns. *Reynal & Hitchcock*, \$2.50.

THE MOTHER'S ENCYCLOPEDIA, comp. by editors of *The Parents' Magazine*. *Reynal & Hitchcock*, \$3.

ALL'S FAIR, by Captain Henry Landau. *Putnam*, \$3.

BOB DAVIS AT LARGE, by Robert H. Davis. *Appleton-Century*, \$2.50.

DUSK AT THE GROVE, by Samuel Rogers. *Little, Brown*, \$2.50.

GLORY JAM, by Caroline Seaford. *Minton, Balch*, \$2.

PORTRAIT OF A COURTEZAN, by Charles Caldwell Dobie. *Appleton-Century*, \$2.50.

THE TAVERN ROGUE, by Robert Gordon Anderson. *Farrar & Rinehart*, \$2.50.

THE BEST AMERICAN SHORT STORIES, 1934, ed. by Edward J. O'Brien. *Houghton Mifflin*, \$2.50.

THE DECLINE OF AMERICAN CAPITALISM, by Lewis Corey. *Covici, Friede*, \$4.

FULL FLAVOUR, by Doris Leslie. *Macmillan*, \$2.50.

IN THE SHADOW OF LIBERTY, by Edward Corsi. *Macmillan*, \$3.

VENETIAN MASQUE, by Rafael Sabatini. *Houghton Mifflin*, \$2.50.

WASN'T THE DEPRESSION TERRIBLE? by O. Soglow and David G. Plotkin. *Covici, Friede*, \$2.

Aug. 17. A new novel of Cape Cod folk.

Aug. 23. The story of a girl and four men, in a New England college town, by the author of "Mother and Four."

Aug. 23. A novel about the strange lives of the men aboard a lightship off the Pacific coast.

Aug. 23. A manual to be sold now through the trade for the first time. It has been sold in a four-volume edition at a higher price.

Aug. 24. The authentic story of the British Secret Service behind the German lines during the World War.

Aug. 24. Travel sketches by a popular columnist on the *N. Y. Sun*.

Aug. 24. Winner of the *Atlantic* \$10,000 prize contest. The first time it has been won by an American author. Poster and postcards available.

Aug. 24. The publishers feel that they have discovered a new humorist of the first water.

Aug. 24. A novel of San Francisco at the turn of the century, by the author of the popular "San Francisco: A Portrait."

Aug. 27. A romantic novel of Elizabethan London. F. & R. is sending out many advance copies to the trade.

Aug. 28. An annual anthology. To be advertised in special media and circularized.

Aug. 28. A timely history, with a warning for the future, by the author of "The House of Morgan."

Aug. 28. The story of a remarkable woman, whose business and personal career is depicted in Victorian and Edwardian London.

Aug. 28. The memoirs of the man formerly in charge of Ellis Island, who, himself, came to this country as an immigrant.

Aug. 28. Preliminary ad. appropriation, \$2000. First ad. in Sept. 9th *Times*. Striking poster available.

Aug. 28. Containing 110 pictures by Soglow.

## Out This Week

AN ALLEY OF FLASHING SPEARS, by Donn Byrne. *Appleton-Century*, \$2.

BRAIN GUY, by Benjamin Appel. *Knopf*, \$2.50.

HITLER OVER EUROPE, by Ernst Henri. *Simon & Schuster*, \$1.90.

THE MAN WITH THE WAX FACE, by Richard Wormser. *Smith & Haas*, \$2.

THE OLDEST INHABITANT, by Eden Phillpotts. *Macmillan*, \$2.50.

SO RED THE ROSE, by Stark Young. *Scribner*, \$2.50.

Nine short stories, by the author of "Messer Marco Polo," etc.

So you thought "The Thin Man" and "The Postman Always Rings Twice" were tough, did you?

S. & S. were out of stock in the first three days. Will have a new printing by the 23rd. They are planning a 3-color window card, 12 x 22.

The picture of the N. Y. Police Department at work is one of the interesting features of this mystery.

A humorous novel of English country life, with a grand character, the "oldest inhabitant."

A long novel about the people of the Mississippi plantations during the Civil War.

# Market News

## *The Best Sellers of the Year, July, 1933—June, 1934*

### FICTION

- |  |  |
|--|--|
| 1. ANTHONY ADVERSE, by Hervey Allen. <i>Farrar &amp; Rinehart</i> , \$3. (June 26, 1933.)              | Over 400,000 sold. Was also first on the list of 1933 best sellers.  |
| 2. WITHIN THIS PRESENT, by Margaret Ayer Barnes. <i>Houghton Mifflin</i> , \$2.50. (Nov., 1933.)       | Sales to date approximately 74,000. Did not appear on the 1933 best seller list.                                     |
| 3. OIL FOR THE LAMPS OF CHINA, by Alice Tisdale Hobart. <i>Bobbs-Merrill</i> , \$2.50. (Oct. 4, 1933.) | 10 printings. Did not appear on the 1933 best seller list.   |
| 4. AS THE EARTH TURNS, by Gladys Hasty Carroll. <i>Macmillan</i> , \$2.50. (May 2, 1933.)              | Was second on last year's list.  |
| 5. ONE MORE RIVER, by John Galsworthy. <i>Scribner</i> , \$2.50. (Sept., 1933.)                        | Was fifth also on the 1933 list.   |
| 6. WORK OF ART, by Sinclair Lewis. <i>Doubleday, Doran</i> , \$2.50. (Jan. 24, 1934.)                  | A total of 60,000 sold to date.  |
| 7. MISS BISHOP, by Bess Streeter Aldrich. <i>Appleton-Century</i> , \$2. (Aug. 25, 1933.)              | In eighth place on the 1933 best seller list.  |
| 8. THE MASTER OF JALNA, by Mazo De La Roche. <i>Little, Brown</i> , \$2.50. (Sept. 8, 1933.)           | Sold 38,010 during the period from July, 1933, through June, 1934.   |
| 9. PRIVATE WORLDS, by Phyllis Bottome. <i>Houghton Mifflin</i> , \$2.50. (Mar. 28, 1934.)              | A current best seller, runner-up to "Anthony Adverse" for the past three months. Sales to date approximately 23,000. |
| 10. THE FARM, by Louis Bromfield. <i>Harper</i> , \$2.50. (Aug. 16, 1933.)                             | Was ninth on the 1933 list. 10 printings.  |

### NON-FICTION

- |  |  |
|--|--|
| 1. LIFE BEGINS AT FORTY, by Walter B. Pitkin. <i>Whittlesey House</i> , \$1.50. (Oct., 1932.)              | Total sale to June 30th, this year, 132,663. Also was first on the list of best sellers during 1933.                     |
| 2. MARIE ANTOINETTE, by Stefan Zweig. <i>Viking Press</i> , \$3.50. (Apr. 3, 1933.)                        | Total sale, 99,716, including book club sales. Also second on the 1933 list.   |
| 3. 100,000,000 GUINEA PIGS, by Arthur Kallet and F. J. Schlink. <i>Vanguard Press</i> , \$2. (Jan., 1933.) | Was fourth on the 1933 list. Sales as large in the first six months of 1934 as in the same period of 1933. 24 printings. |
| 4. WHILE ROME BURNS, by Alexander Woollcott. <i>Viking Press</i> , \$2.75. (Mar. 5, 1934.)                 | Sold 30,746 copies to June 30th.   |
| 5. CROWDED HOURS, by Alice Roosevelt Longworth. <i>Scribner</i> , \$3. (Oct. 27, 1933.)                    | Did not appear on the 1933 list. 11 printings.   |
| 6. MORE POWER TO YOU! by Walter B. Pitkin. <i>Simon &amp; Schuster</i> , \$1.75. (Oct. 6, 1933.)           | Total sales approximately 38,000. Did not appear on the 1933 best seller list.   |
| 7. THE HOUSE OF EXILE, by Nora Waln. <i>Little, Brown</i> , \$3. (May, 1933.)                              | Sold 20,350 copies during the period from July, 1933, through June, 1934.  |
| 8. BRAZILIAN ADVENTURE, by Peter Fleming. <i>Scribner</i> , \$2.75. (Jan. 5, 1934.)                        | New to the yearly best seller list.  |
| 9. TESTAMENT OF YOUTH, by Vera Brittain. <i>Macmillan</i> , \$2.50. (Oct. 10, 1933.)                       | Did not appear on the 1933 list.   |
| 10. THE NATIVE'S RETURN, by Louis Adamic. <i>Harper</i> , \$2.75. (Feb. 1, 1934.)                          | Another 1934 best seller. 10 printings.  |



# The Weekly Record

*Describes and Indexes the New Books of all Publishers in a Convenient Reference and Buying List for Bookstores and Libraries*

<b>Ar:</b> Fine Arts	<b>Dr:</b> Drama	<b>Hi:</b> History	<b>Po:</b> Poetry	<b>Sp:</b> Sports
<b>Bi:</b> Biography	<b>Ec:</b> Economics	<b>Ju:</b> Juveniles	<b>Re:</b> Religion	<b>Tr:</b> Travel
<b>Bu:</b> Business	<b>Fi:</b> Fiction	<b>Mu:</b> Music	<b>Sc:</b> Science	

## Abdullah, Achmed

Never without you. 296p. D [c. '34] N. Y., Farrar & Rinehart 2.00

A romance of old and new Europe in which a young American falls in love with a girl of the Prussian nobility.

## Adams, Katherine Smith

Oriental friends in the United States. 119p. (bibl.) D [c. '34] N. Y., Friendship Press

bds., 1.00; pap., .75

A course for primary children in church schools.

## Appel, Benjamin

Brain guy. 355p. D c. N. Y., Knopf 2.50

An educated young man drifts into the underworld of New York City, gains in power there, and gradually succumbs to the psychology of the criminal.

**Arabian nights** (The). 346p. front. (col.) O Ju

(Famous b'ks for young Americans) [n.d.] N. Y., Burt .50

## Armstrong, Hamilton Fish

Europe between wars? 115p. (bibl. footnotes) D c. N. Y., Macmillan 1.25

The editor of *Foreign Affairs* outlines the developments in Europe which may lead to another war.

## Austin, Mrs. Mary Hunter

Can prayer be answered? 55p. il. D c. N. Y., Farrar & Rinehart 1.00

Over a period of thirty-five years, the author has worked out a method of prayer, which she believes is effective and practical.

## Bartlett, Willard W.

Education for humanity; the story of Otterbein College. 285p. (3p. bibl.) il., diagrs. O c. Westerville, O., Otterbein College 1.50

A history of a typical denominational, middle-western college founded in 1847.

## Beeding, Francis, pseud.

The Street of the Serpents. 276p. D (Harper sealed mysteries) c. N. Y., Harper 2.00

A story of adventure and mystery set in England and Spain.

## Bertrand, Louis and Petrie, Sir Charles Alexander, bart.

The history of Spain; the French tr. by Warre B. Wells. 579p. (2p. bibl.) maps O '34 N. Y., Appleton-Century 4.00

## Bigland, Eileen

Gingerbread house. 300p. D c. N. Y., Appleton-Century 2.00

The effects of the war and its aftermath on a large family, half Irish, half Russian, with the most volatile characteristics of each race.

## Black, Jean Ferguson

Thunder on the left; a play in three acts; from the novel by Christopher Morley. 111p. diagr. D (French's standard lib. ed.) c. '25-'34 N. Y., S. French pap., .75

## Blaker, Richard

Night shift. 278p. D c. N. Y., Appleton-Century 2.00

An English novel with a setting of a wonderfully efficient garage where the main characters work on day and night shifts.

## Blumberg, Fannie Burgheim

Rowena, Teena, Tot and the blackberries; il. by Mary Grosjean. 32p. il. (col.) O [c. '34] Chic., A. Whitman lea. cl., 1.00

A story about three little southern pickaninnies.

## Bowman, Wallace B.

Letter-writing for typists. 111p. O '34 N. Y., Harcourt 1.00

## Brawley, Benjamin Griffith

The Negro in literature and art in the United States. 243p. (15p. bibl.) il. D '34, c. '18-'29 N. Y., Dodd, Mead 2.00

Formerly published by Duffield & Green.

THIS LIST aims to be a complete and accurate record of American book publication. Publishers should send copies of all books promptly for annotation and entry, and the receipt of advance copies insures record simultaneous with publication. The annotations are descriptive, not critical; intended to place, not to judge the books. Pamphlet material and books of lesser trade interest are listed in smaller type.

The entry is transcribed from the title-page when the book is sent for record. Prices are added except when not supplied by publisher or obtainable only on specific request, in which case the word "apply" is used. When not specified the binding is "cloth."

Imprint date or copyright date is always stated, except when imprint date and copyright date agree and are of the current year, in which case only "c" is used. No ascertainable date is designated thus: [n. d.]

Sizes are indicated as follows: F (folio: over 30 centimeters high); Q (4to: under 30 cm.); O (8vo: 25 cm.); D (12mo: 20 cm.); S (16mo: 17½ cm.); T (24mo: 15 cm.); sq., obl., nar., designate square, oblong, narrow.

★ indicates a translation from a foreign language; a key used at the request of the International Institute of Intellectual Cooperation of the League of Nations.

**Brigham, Albert Perry and McFarlane, Charles T.**

Our home state and the new world; Illinois ed. by W. O. Blanchard. 416p. (bibls.) il. (pt. col.) maps (pt. col.) O (Our world and ourselves) [c. '34] N. Y., Amer. B'k 1.52

Our home state and the new world; Iowa ed. by George F. Kay and Marjorie Kay McLaughlin. 416p. (bibls.) il. (pt. col.) maps (pt. col.) O (Our world and ourselves) [c. '34] N. Y., Amer. B'k 1.52

**Brush, Anna J.** **Fi**  
The green diary. 103p. D [c. '34] Bost., Christopher 1.00

**Buckmaster, Henrietta** **Fi**  
Tomorrow is another day. 285p. D [c. '34] N. Y., Rae D. Henkle 2.50  
The daughter of a distinguished American novelist runs away to New York to become a writer herself and finds herself baffled by fear and loneliness.

**Burton, William Henry**  
Introduction to education. 847p. (bibls.) diagrs. O (Appleton ser. in supervision and teaching) [c. '34] N. Y., Appleton-Century lea. cl., 3.00  
A comprehensive introduction to the theory and system of public education in the United States.

**Byrne, Donn** **Fi**  
An alley of flashing spears, and other stories. 255p. D '34 N. Y., Appleton-Century 2.00  
A new collection of short stories.

**Cable, Mildred, and French, Francesca L.**  
Something happened. 320p. il., map D '34 N. Y., Stokes 2.00  
The true story of three fearless Englishwomen who encountered many dangers as missionaries in China, Tibet, Sinkiang and Mongolia.

**Chamberlain, Essie, ed.**  
Essays new and old; rev. and enl. 497p. D '34 N. Y., Harcourt 1.00

**Channing, Mark** **Fi**  
King Cobra. 308p. D [c. '34] Phil., Lippincott 2.00  
A novel of intrigue, treachery, mystery and mysticism, laid on the British Indian frontier.

**Adams, Amy Belle**  
The novels of William Hurrell Mallock. 156p. (4p. bibl.) il. O (Univ. of Me. studies, 2nd ser., no. 30) '34 Orono, Me., Univ. Press pap., apply

**Akers, T. F., and Westover, H. L.**  
Forage-crop field experiments at West Point, Miss. 20p. il., diagr. O (U. S. Dept. of Agri., technical bull. no. 419) '34 Wash., D. C. [Gov't Pr. Off., Sup't of Doc.] pap., .05

**Ayer, Jean Y.**  
Picnic book; il. by Maud and Miska Petersham. 46p. S '34 N. Y., Macmillan pap., .24

**Barcroft, Joseph**  
Features in the architecture of physiological function. 378p. il. O (Cambridge comparative physiology ser.) '34 N. Y., Macmillan 5.50

**Barrett, W. P., comp.**  
Chart of plays; 1584-1623. 39p. O '34 N. Y., Macmillan pap., .90

**Blunt, A. W. F., D.D.**  
C. of E.: what does it stand for? a primary visitation charge to the clergy of the Diocese of Bradford. 49p. O [c. '34] Milwaukee, Morehouse pap., .60

**Bogardus, James F.**  
Industrial arbitration in the book and job printing industry of New York City. 105p. (bibl.) diagrs. O '34 Phil., [Univ. of Pa. Lib.] pap., gratis

**Childe, Vere Gordon**

New light on the most ancient East; the oriental prelude to European history. 344p. (12p. bibl. notes) il., diagrs. O '34 N. Y., Appleton-Century 4.00  
Basing this book partly on "The Most Ancient East," the author recounts, for lay readers and archaeologists, the history of the ancient countries, in the light of new archaeological discoveries.

**Cloud, Yvonne** **Fi**  
Mediterranean blues. 249p. D [c. '34] N. Y., Vanguard 2.00  
A comedy concerning Josephine and her lovers, on the Riviera.

**Coolidge, Dane** **Fi**  
Silver Hat. 255p. D c. N. Y., Dutton 2.00  
A romance and adventure novel of the old days in Arizona when the wagons were still moving west.

**Corradini, Robert Everett**  
Narcotics and youth today. 126p. (2p. bibl.) il., diagrs. D c. N. Y., Found. for Narcotics Research & Information, Inc. .50; pap., .25  
Dealing with alcohol as the principal narcotic affecting the health of young people today.

**Cottrell, Roy Franklin** **Re**  
The dawn of a new day; the Bible speaks to our age. 364p. il., diagrs. O [c. '34] Mountain View, Cal., Pacific Press Pub. Ass'n 3.50

**Cubberley, Ellwood Patterson**  
Readings in public education in the United States; a collection of sources and readings to illustrate the history of educational practice and progress in the United States. 552p. il., diagrs. D [c. '34] Bost., Houghton 2.50

**Davis, W. M.** **Re**  
How to read and remember the Scriptures. 83p. D [c. '34] San Angelo, Tex., Author, Box 424 bds., .85

For those who wish to become efficient in the study of the Bible and those who wish to improve their memories.

**Demerest, Ada Rose** **Re**  
Educate for total abstinence; a handbook for leaders and teachers of boys and girls, junior age and up. 94p. (bibl.) O [c. '34] Cin., Standard Pub. Co. 1.00; pap., .60

**Bogart, Ernest L.**  
Water problem of southern California. 132p. il. Q (Ill. studies in social sci., v. 19, no. 4) '34 Urbana, Univ. of Ill. pap., 1.00

**Broadhurst, Jean**  
Bacteriology applied to nursing; 2nd ed. 599p. il. (pt. col.) diagrs. (pt. col.) O (Lippincott's nursing manuals) '34 Phil., Lippincott 3.00

**Cabot, Hugh, M.D., and Giles, Mary Dodd**  
Surgical nursing; 2nd ed. 441p. il. '34 Phil., Saunders 3.00

**Codex quartus Sancti Iacobi de expedimento et conversione Yspanie et Gallecie; ed. by Beatus Turpinus Archiepiscopus.** no p. il. O ['34] Cambridge, Mass., Mediaeval Acad. of Amer. bds., priv. pr.

**Cutler, John Levi**  
Gilbert Patten and his Frank Merriwell saga; a study in sub-literary fiction, 1896-1913. 123p. (2p. bibl.) il. O (Univ. of Me. studies; 2nd ser., no. 31) '34 Orono, Me., Univ. Press pap., apply

**Davis, Michael Marks, and Jarrett, Mary C.**  
A health inventory of New York City; a study of the volume and distribution of health service in the five boroughs. 391p. diagrs. O (Research Bur. study 1) ['29] N. Y., Columbia Univ. Press. pap., 2.00

**Dooley, William Henry**

Economics of clothing and textiles; the science of the clothing and textile business. 693p. il., map, diagrs. O [c. '34] Bost., Heath 5.00

An analysis of the economics and business problems of this important industry, for students, workers, and executives.

**Douglas, C. L.**

The gentlemen in the white hats [history of Texas Rangers]. 205p. il. O '34 Dallas, Southwest Press 2.00

**Dun, Angus**

We believe; a simple exposition of the creeds. 88p. D (Christian nurture ser.) c. Milwaukee, Morehouse .85; pap., .50

**Dye, Mrs. Eva Emery**

The soul of America; an Oregon iliad. 372p. front. O c. N. Y., Press of the Pioneers 2.50

Stories of the earliest settlers of Oregon which the author has heard from their own lips.

**Eakin, Mildred Moody**

Teaching junior boys and girls; a textbook in the Standard Course of Leadership Training, outlined and approved by the International Council of Religious Education. 277p. (bibls.) S [c. '34] N. Y., Methodist B'k 1.10

**Edland, Elisabeth and Newton, Annie Laurie**

Exploring the trail with the Master Guide; a manual for use with junior groups in vacation church schools. 256p. (bibls.) O '34 Phil., B'd of Christian Educ. of Presby. Church 1.75

**Fenichel, Otto, M.D.**

Outline of clinical psychoanalysis; tr. by Bertram D. Lewin and Gregory Zilboorg. 497p. (bibl. footnotes) O [c. '34] N. Y., Psychoanalytic Quarterly Press & Norton 5.00

A systematic outline of psychoanalysis from the clinical point of view, with case histories, by a member of the Berlin Psychoanalytic Institute.

**Film writing forms; methods of preparing a Dr** story for the screen; introd. and notes by Lewis Jacobs. 61p. O c. '34 N. Y., Gotham B'k Mart, 51 W. 47th St. pap., 1.00

Examples of presenting material for the screen are given, including the scenario for "Old and New" by S. M. Eisenstein.

**Forbes, Stanley**

True detective stories; foreword by Edward P. Mulrooney. 314p. front. O [c. '34] N. Y., Cupples & Leon 1.00

Stories of famous modern crimes in America and the discovery and capture of the criminals.

**Forsyth, Margaret Elizabeth, and Moran, Ursul R.**

Japanese here and there; units of study on the Japanese in Japan and in the United States. 155p. (5p.

**Gas engineers' handbook.** 1017p. il., diagrs. O '34 N. Y., McGraw-Hill 7.50

**Goetsch, George**

The phonology of the Low German deeds in the oldest registry at Riga, Latvia. 59p. (bibl. footnotes) O (Language monographs, no. 15) '34 Phil., Linguistic Soc. of Amer. pap., apply

**Harlan, H. V.**

Growing barley for malt and feed. 14p. map O (U. S. Dept. of Agri., farmers' bull. no. 1732) ['34] [Wash., D. C., Gov't Pr. Off., Sup't of Doc.] pap., .05

bibl.) il. D [c. '34] N. Y., Friendship Press

A course for junior classes in church schools. bds., 1.00; pap., .75

**Fraser, Chelsea Curtis**

Heroes of the air; rev. ed. 705p. il., maps D [c. '26-'34] N. Y., Crowell 2.50

**Freivogel, Esther**

Our happy world; units of guided experience for kindergarten children; leader's manual. 142p. O (Coop. ser. of vacation church school texts) [c. '34] St. Louis, Eden Pub. House 1.00

**Frischauer, Paul**

Prince Eugene 1663-1736; a man and a hundred years of history; tr. by Amethe Smeaton (Countess von Zeppelin). 337p. (5p. bibl.) il. O c. N. Y., Morrow 4.00

A biography of Prince Eugene of Savoy, one of the great military geniuses of his day, whose great motivating force was to break the power of Louis XIV against whom he led the German army.

**Galvez, Manuel**

Holy Wednesday; tr. from the Spanish by Warre B. Wells. 208p. D c. N. Y., Appleton-Century 2.00

A novel, by a South American author, about a priest in Buenos Aires who is torn by inner conflict which reaches its climax on a Holy Wednesday.

**Gregory, Jackson**

The island of allure; a romance of the South Seas. 298p. D '34, c. '27, '28 N. Y., Dodd, Mead 2.00

A story of adventure and romance on a South Sea island.

**Gresham, Samuel P.**

Rime and reason. 163p. D '34 Louisville, Ky., John P. Morton & Co. 2.00

**Haldane, Elizabeth Sanderson**

The Scotland of our fathers; a study of Scottish life in the nineteenth century. 388p. (bibl.) il. (col. front.), maps, diagrs. O '34 N. Y., Appleton-Century 3.50

Drawn chiefly from the author's recollections.

**Hamer, Oliver Stuart and Hamer, Anna M.**

Other farm babies. 136p. il. D [c. '34] Bloomington, Ill., McKnight & McKnight .80

Our farm babies. 133p. il. D [c. '34] Bloomington, Ill., McKnight & McKnight .80

Readers, illustrated from photographs.

**Hedges, James Blaine**

The federal railway land subsidy policy of Canada. 159p. O (Harvard historical monographs, 3) '34 Cambridge, Mass., Harvard 1.25

**Henri, Ernst**

Hitler over Europe. 297p. front. (map.) O c. N. Y., Simon & Schuster 1.90

An account of the rise of the Nazi party, its foreign policy, the underground revolutionary opposition now at work, and the direction of this important world movement.

**Hartmann, Sadakichi**

Moses [drama]. 30p. O '34 Andover, N. H., Author pap., 5.00

**Haynes, Carlyle Boynton**

On the eve of Armageddon; rev. ed. 96p. il., maps, diagrs. D (World crisis ser.) '34 Takoma Park, D. C., Review & Herald Pub. Ass'n pap., .25

**Herling, John, and Shapiro, Morris**

The Terzani case; an account of a labor battle against a Fascist frame-up. 11p. D [n.d.] N. Y., League for Industrial Democracy pap., .05



- Hinkle, Thomas Clark** **Fi**  
Silver; the story of a wild horse. 253p. D c. N. Y.,  
Morrow 2.00  
The adventures of a silver white colt, his life in a  
wild herd in the Antelope Hills country, and his meet-  
ing with a cowboy whose life the colt saved.
- Hughes, Ethel M.**  
Japan and her people. 149p. (2p. bibl.) map D  
[c. '34] N. Y., Friendship Press bds., 1.00; pap., .60  
A background reader for junior high school ages.
- Jauncey, Leslie C.**  
Australia's government bank. 288p. il. D ['34]  
N. Y., Business Bourse 4.00  
The story of a recent successful experiment in bank-  
ing and finance in Australia.
- Jepson, Margaret** **Fi**  
Via Panama. 319p. D c. N. Y., Harper 2.00  
A dramatic story of the voyage of the S.S. Taipo  
from Southampton to New Zealand.
- Johnston, Sir Reginald Fleming**  
Twilight in the Forbidden City; preface by the  
Emperor [Hsüan-T'ung]. 486p. (bibl. notes) il.,  
maps O '34 N. Y., Appleton-Century 5.00  
The former tutor of the boy Emperor, Pu-Yi, writes  
his memoirs of the Chinese court during the last  
thirty-four years, including the happenings since the  
Emperor's abdication to the installation of Pu-Yi as  
head of the new state of Manchuria.
- Labor Research Association**  
Labor fact book II. 222p. (4p. bibl.) D [c. '34]  
N. Y., Internat'l Publishers 2.00  
Recent and important facts covering the latest devel-  
opments on the American and international scene, eco-  
nomic, social, and political, as affecting labor.
- Latané, John Holladay** **Hi**  
A history of American foreign policy; rev. and enl.  
by David W. Wainhouse. 878p. (6p. bibl. notes, bibl.  
footnotes) maps O [c. '27, '34] Garden City, N. Y.,  
Doubleday buck., 4.00
- Laurie, Alexander and Chadwick, Lewis Charles**  
Commercial flower forcing; the fundamentals and  
their practical application to the culture of greenhouse  
crops. 529p. (bibl.) il., diagrs. O [c. '34] Phil.,  
Blakiston's 4.00
- Maria Alma, Sister**  
Sisters, Servants of the Immaculate Heart of Mary,  
with life and letters of our founder, Reverend Louis  
Florent Gillet; introd. by Cardinal Dougherty. 365p.  
il. O '34 Phil., Dolphin Press 3.50
- Hobbs, Edward W.**  
Model electric railway making. 62p. il. O '34 N. Y.,  
Modelmaker Corp. pap., .50  
Model makers' workshop. 62p. il. O '34 N. Y.,  
Modelmaker Corp. pap., .50
- Johnson, June L.**  
Animal stories for tiny folk. 260p. il. T (Little big  
b'ks) [c. '28, '34] Springfield, Mass., McLoughlin  
Bros. bds., .15  
Fairy stories for tiny folk. 260p. il. T (Little big  
b'ks) [c. '28, '34] Springfield, Mass., McLoughlin  
Bros. bds., .15  
A little book of Robinson Crusoe, and other good old  
tales. 260p. il. T (Little big b'ks) [c. '28, '34]  
Springfield, Mass., McLoughlin Bros. bds., .15  
Nature stories for tiny folk. 260p. il. T (Little big  
b'ks) [c. '28, '34] Springfield, Mass., McLoughlin  
Bros. bds., .15
- Koepke, Charles A.**  
A job analysis of manufacturing plants in Minnesota.  
52p. diagrs. Q (Employment Stabilization Research  
Inst., v. 2, no. 8) Minneapolis, Univ. of Minn. Press  
pap., .50
- Leigh, R. Wood**  
Notes on the somatology and pathology of ancient  
Egypt. 38p. il. O (Univ. of Cal. pub'ns in Amer.  
archaeology and ethnology, v. 34, no. 1) '34 Berkeley,  
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## OLD & RARE BOOKS

A MONTHLY DEPARTMENT

### Rare Book Trade Recovery

*The Times Demanded a Strong Man, and Got Him in Arthur Swann*

FREDERICK M. HOPKINS

A YEAR AGO, when the auction season of 1932-1933 came to an end, the trade in rare books was facing a serious condition. The volume of business had dropped to the lowest level since the beginning of the World War, and prices for rarities had become unstable. Owing to the depression, many active collectors had ceased, or nearly ceased, buying, many dealers had suffered a great contraction of business, and profits or net income, in many cases, had vanished. The coming season of 1933-1934 had nothing encouraging in sight. The auction houses had been swept clean of consignments, and there was practically nothing with which to start fall sales, and little hope was given to consignors for immediate satisfactory prices. Under these conditions consignments were being withheld from the market, and dealers, with very few exceptions, lacked the resources or the courage to buy privately. When the quiet summer months began—and they were more quiet in 1933 than the trade had ever known before—there was a generous plenty of fault-finding, and, fortunately, some constructive criticism. The best minds among collectors and dealers, especially those in close contact with the auction market, were generally agreed that new and efficient leadership was necessary, and this conclusion found forceful and effective expression.

The Anderson Galleries and the American Art Association handled practically all of the sales of great collections of literary property for a generation. The amalgamation of these two houses in 1929 left these important sales still with the new company. It was true that

the union of these two houses was followed by the entry of several others into the business of book sales, but the American Art Association Anderson Galleries, Inc., assumed and maintained a leadership that made it responsible for adequate and efficient management. An unprecedented business condition had created an emergency that required unusually skillful handling. It was not a task for mediocre ability, or an untried and inexperienced hand. An appointment that would receive the immediate approval of collectors and the trade everywhere was essential, if it could be made. The task was easier than might have seemed possible at first thought.

When it became known that Arthur Swann was available, ready and willing to close his own rare bookshop, if the demand came from the collectors and trade, there was an unanimous appeal for his return to his old position. For nearly a quarter of a century Mr. Swann's years were nearly evenly divided between the Anderson Galleries and the American Art Association. He left the Anderson Galleries when its prestige was at its height, and he left the American Art Association at the end of his most successful year. Collectors and dealers had full confidence in his good judgment, skillful management and sterling integrity. He had done more for book collecting by the public sales route in this country than any other man of this generation. He was familiar with the conditions confronting the rare book trade. He knew the policies that should be pursued in reviving confidence, inspiring enthusiasm, and leading the rare book trade to sound

business recovery. All this was generally known when in early July of last year the collectors and dealers secured his return to the most important and influential post in connection with the rare book trade in this country today.

Mr. Swann opened the season promptly October 20 with the sale of a collection of rarities that made a successful appeal to discriminating collectors. Before the first session was over it was apparent that he was master of the situation and that he would have the same support that he had in other years. When the first half of the season, ending with the holidays, had passed the outlook had entirely changed. The interest of old collectors had revived, new collectors were coming to the front, dealers were getting busy, and consignors were booking consignments again. Trade had begun to function all along the line.

Mr. Swann was anxious to make an early successful start in the New Year. A three-session sale was held on January 4 and 5 of selected rarities from many consignments and most skillfully brought to the attention of the public. A single sheet of manuscript, time-yellowed with age, the first draft of the national anthem, "The Star Spangled Banner," received more publicity than any single item had ever been given before in the history of book sales. Sixteen thousand visitors went to the American Anderson Galleries to see it when on exhibition, and it brought \$24,000. Good prices generally were realized and just the effect that Mr. Swann desired was attained. From early January he was quite as busy in booking consignments as he was in cataloging and selling books. One successful sale after another followed.

And Mr. Swann regarded it just as important to end the season successfully as it was to make good beginnings in October and January. Good fortune had just secured the consignment of the Dr. Roderick Terry library, undoubtedly to be one of a half dozen great collections sold at public sale in this country. A cross section of selections from literary and historical fields, sure to make a strong appeal to a wide circle of collectors, was quickly cataloged, and a two-session sale held on May 2 and 3, 360 lots bringing \$167,867.50, or the high average of \$466.29 a lot. Mr. Swann again attained his object. The result was an inspiring success that attracted international attention. The London

*Times*, in a lengthy review of the Terry sale, said: "The prices obtained are an illustration of the two complementary views recently put forward in this column—that there is plenty of money available as soon as an important collection comes on the market, so that good copies are still assured of good prices, but should be reckoned according to the values of more normal times. By no means all of Dr. Terry's books were 'perfect' copies, but in almost every case where an actual copy in this sale appears in the records of the last ten years it maintained what may be regarded as 'normal' value. An example of a book showing the regular appreciation due to the passage of time is Caxton's translation of 'The Myrroure of the World,' circa 1490, of which the same copy fetched £600 in 1916, \$2,625 in 1921, and \$4,900 in the Terry sale." In a single season, Mr. Swann has lifted the rare book trade from a state of paralyzing apathy to one of "normal" success. He has nearly doubled the sales of the previous year at fair prices, and, at the same time, has created the conditions that have brought him consignments quick enough to be available in this year's business, and still has on hand as the season ends rarities approximating half a million dollars in value waiting for sale next season. In short, he has made a good year's business for the season of 1933-1934, and has the problem half solved for a lively season in 1934-1935.

How were these results secured so quickly and what is their significance? It is worthwhile to give a careful answer to this question.

1. Mr. Swann is more widely and intimately known among collectors and dealers in this country than any other man. They have confidence in his knowledge, judgment, ability and integrity. He was their choice for the position which he is now holding, and he had their attention from the start, and they have approved his course, step by step, and have given him strong support.

2. Mr. Swann knows what rarities are most in demand among collectors, the importance of condition, and his advice is invaluable. Consignors know this and have confidence in his ability to get a fair price. Mr. Swann has concentrated on selling the right books, and this, in turn, has brought him the right books to sell because the records he made were satisfactory.

3. The selection and grouping of material



and the cataloging have been done most effectively. His catalogs have attracted attention, interested many who never attend sales, and have brought bids and made sales in all parts of the United States. Another important factor is that his knowledge of collectors and the trade has enabled him to give his catalogs well-nigh a perfect distribution.

4. The book exhibitions at the American Anderson Galleries this season have been most attractive. They drew multitudes before the sales and many came back to buy. In attending the exhibitions one felt the old apathy fading out and live interest returning. The spirit of this change was generally reflected in the bidding.

5. Last, but by no means least, Mr. Swann is a real book lover, and it gives him genuine pleasure to find a good home for a worthy rare book. He is able to impart the passion for rare books in correspondence, cold type, and in the exhibition room. This is an important factor in every large sale.

And what is the significance of the season's lesson? A well-organized, efficient auction house is as necessary for the collector and dealer as the stock exchange is to the

investor and broker. Without it book collecting will not thrive. Selling rare books is a highly technical undertaking. The efficient director must be a well trained and experienced man. He must have a knowledge of rare books, what is in most demand, who is buying them, where they can be reached, and how to interest them. These qualifications are necessary, but others are essential.

John Anderson, Jr., has been called the father of the American auction system. On the evening before he held his first sale he said: "In another generation we shall have a large group of the most intelligent collectors to be found in any country. I am planning to serve them when collecting, and to make a market for their collections when they are dispersed. I shall help the buyer, and I shall help the consignor. They are both equally important to me. I intend to give both efficient, honest service."

The spirit of John Anderson, Jr., was never more strongly felt than in the season now ended. It is bringing back recovery in the rare book trade. Prosperity will return and stay with us as long as this spirit dominates the auction room and the rare book trade.

*"A bombshell for bibliophiles"*

## An Enquiry Into the Nature of Certain 19th Century Pamphlets

by

John Carter and Graham Pollard

**America says:** "By all odds the bibliographical sensation of the modern book-collecting era. . . . Anyone with the slightest interest in bibliography owes it to himself to purchase and read the volume for its genuine intellectual fascination."—DAVID A. RANDALL in *The Publishers' Weekly*.

**England says:** "Connoisseurs of detective method will find it more fascinating than any fiction; while for the book-collecting world it is obviously of urgent importance."

—DOROTHY L. SAYERS in *The London Sunday Times*.

400 pages with index and four plates \$6.00

Charles Scribner's Sons, New York

# American First Editions

EDWIN MARKHAM [1852- ]

*Compiled by Merle Johnson*

MARKHAM, born Charles Edwin Markham, dropped the Charles in manhood years. He sprang to instantaneous fame with "The Man with the Hoe," followed later by the almost equally well-known "Lincoln, Man of the People." Poetry is his principal medium, although two books in the main list below

are prose: "Children in Bondage," a work on child labor, and "California the Beautiful," descriptive of that state.

One of his major poems, "The Ballad of the Gallows Bird" (*The American Mercury*, August, 1926), remains unpublished in book form.

"The Man with the Hoe." *San Francisco*, 1899.

Pamphlet.

"The Man with the Hoe and Other Poems." *New York*, 1899.

First state reads *fruitless*, p. 35, line 5; later changed to *milkless*. Reissued 1900 with notes.

"Lincoln and Other Poems." *New York*, 1901.

"Children in Bondage." *New York* [1914].

Prose. With Judge Ben B. Lindsey and George Creel.

"California the Wonderful." *New York* [1914].

Prose.

"The Shoes of Happiness and Other Poems." *New York*, 1915.

"Gates of Paradise and Other Poems." *Garden City*, 1920.

"Our Israfel: In Memory of Edgar Allan Poe." [*New York*, 1925.]

"New Poems: 80 Songs at 80." *Garden City*, 1932.

Mr. Markham has edited and contributed to numerous books and anthologies. Among these is the following group:

"The Works of Edgar Allan Poe." *New York* [1904].

10 vols. Introduction by Markham.

"The Marvelous Year," by William Churchill. *New York*, 1909.

Introduction by Markham.

"The Real America in Romance." *New York*, 1909-1911.

13 vols. Edited by Markham.

"The Younger Choir." *New York*, 1910.

Limited to 500 copies. Introduction by Markham.

"Archibald Henderson." *Sewanee, Tenn.* [1918].

"What and Why and When to Read." [*New York*, 1916.]

"A Wreath for Edwin Markham." *Chicago*, 1922.

Issued by The Bookfellows. Limited to 300 copies.

"Campbell Meeker." *New York*, 1925.

Limited to 147 copies signed by Markham.

"The Book of Poetry, Collected from the Whole Field of British and American Poetry." *New York*, 1926.

Edited by Markham, with an introduction.

"A Talk With Edward Markham," by Fred Lockley. [*Portland, Oregon, N.D.*]

"How the Great Guest Came," a Play by Lionel Adams. *New York* [1930].

Based on Markham's poem of the same title.

"Songs and Stories of the Far West." *Los Angeles* [1931].

Edited by Markham, with an introduction.



*Harry F. Marks' shop in Rockefeller Center is as impressive in its way as the building itself*

## Rare Books in Rockefeller Center

THE BEAUTIFUL SERIES of shops that has been developed on the ground floor of Rockefeller Center now includes a rare book shop. Harry F. Marks, for many years active at his store on Forty-Seventh Street, is now settled in his new store, one of the most attractive that has yet been installed in this new shopping center.

The entrance is from Forty-Ninth Street, but as many people find it through the busy corridors of Rockefeller Center, and there are double display windows facing each way. Rockefeller Center with its Radio City and theaters is attracting people not only from New York but from all over the country, and Mr. Marks is already finding his venture a promising one from the point of view of acquiring new customers.

The shop is one that will appeal to the booktrade as well as to book lovers. It has about a thirty-seven-foot front and a sixty-foot depth. The windows are finished in walnut, and the same wood is used through-

out in the bookcases. On entering one finds himself in a high studded library with high bookcases filled with fine bindings and sets. Interesting paintings are on the upper walls. Passing through griled gates one enters a beautifully finished library with Elizabethan fireplaces surrounded by walnut cases. At the far end is a private research office, and on either side are two safes for special rarities. The room is excellently lighted, and the white early English plastered walls are covered with old pictures or rare autographs. Parallel with this room is a lounging room full of interesting books and comfortable chairs and lower studded than the library, so that in the balcony above it can be put the office records, sales records and mailing lists. Passing through this lounging room one comes to the showcases and the entrance into a corridor with two beautifully panelled windows, which, through constantly changing displays, are bringing so many people into the shop.



The whole impression is that of careful architectural layout and the best possible carrying out of the architect's idea with beautiful walls and fine woodwork. The fact that the whole shop, like all the shops in the row, is air-conditioned makes it pleasant for summer visitors. Mr. Marks also has an office on the 20th floor where all the mailing is done.

Mr. Marks' shop shows recent enrichment and extension, and, as formerly, he specializes in sporting books, fine bindings, eighteenth century presses, large collections of American first editions, such first edition English authors as Dickens, D. H. Lawrence, etc., a special collection of old cook books, early medical books, and books issued by the Black Sun Press of Paris, which he has long represented in this country.

## Limited Editions of the Month

### CASSOWARY PRESS

October Vigil by Kenneth White, with a drawing by Charles Kuhn. Designed and printed by hand in Poliphilus on Arak paper by Jaynet and Alan Holden. Bound in paper. 180 copies at \$50.

### LIMITED EDITIONS CLUB (University of Oxford Press)

The School for Scandal by Richard Brinsley Sheridan with an introduction by Carl Van Doren. Designed by Francis Meynell, printed in Fell and bound in boards covered with a pattern paper. Illustrated with hand-printed copper engravings by René ben Sussan. \$10. to members.

## Rare Book Notes

### FREDERICK M. HOPKINS

ELSEWHERE\* APPEARS an article on "Rare Book Trade Recovery" that should have a footnote. Two pages and a half are insufficient space to treat this subject. Too much detail might have made it so long that it would have been unread by many. At best, its treatment is a compromise. And again, we have tried to be conservative in statement, avoid undue criticism or overpraise, which leaves much unsaid that would be interesting and clarifying.

For instance, when we refer to the volume of business of the season just ended we say that it "nearly doubled" that of the previous year, the comparative figures would have been far more effective, and we cannot forbear giving the sales figures of the book and print department of the American Art Association Anderson Galleries, Inc., with number of sales, for the last five seasons:

Season	No. of Sales	Total
1933-34	25	\$726,103
1932-33	17	399,798
1931-32	21	818,097
1930-31	28	677,626
1929-30	28	828,386

Had it been possible to clear all of its consignment we believe that this years' book

\*See page 217.

and print sales would have been the largest in the history of the American Art Association, or the amalgamated company which succeeded it.

Again we have made no reference to the fact that the business of smaller auction houses of this and other cities is less than the season before. The reason is that they have handled common books, small libraries and second-rate rarities which have been bringing from 10 to 50 per cent of their ordinary auction value. It has been impossible for them to make a better showing with the kind of stock they had to sell. There is a field for these houses and the time is coming when they will do a satisfactory and profitable business, and it is no reflection upon them that they did not do it in the past season. Just as New York is the financial center of the United States, and the New York Stock Exchange its leading market for securities, this city is destined to be the center of the rare book trade, and its book auction house that has the largest resources, best organization, most efficient direction, conforming most closely to the John Anderson, Jr., ideals, will handle the bulk of the exclusively rare book business. It is no more practicable to have two, or more, such houses than it would be to have two organizations like the New

York Stock Exchange. This is the reason why it was impracticable for the Anderson Galleries and the American Art Association to exist indefinitely. The house with the best resources and greatest efficiency was bound to absorb the other. This was the case at the beginning of this century when the newly organized Anderson Auction Company won out in competition with the old auction house of Bangs & Co. It was true here in 1927, and it is inevitable that it shall be true under similar conditions in the future.

Those not familiar with inside book auction history will wonder why Mr. Swann was allowed to leave the auction business in 1927, when they see what he has accomplished during the past year. We believe it is right and proper that we should say a few words at this point. Mr. Swann organized the book and print department of the American Art Association on the John Anderson, Jr., model, doing a business of \$36,000 the first year and more than \$1,000,000 in his fourteenth and last year. He was the logical director for the amalgamated house of the Anderson Galleries and the American Art Association, and when he was retired there was consternation in the rare book trade. We were at one conference when one honored by all who have anything to do with rare books said: "This is a monstrous mistake, those who made it will suffer and the rare book trade will suffer with it." In June of last year, in another conference, this same man said: "Mr. Swann is the only man in sight, put him in his old position and the rare book trade will prosper, depression or no depression." Collectors and dealers as one man, with a unanimity beautiful to see, had their way, and the result is apparent.

We feel it our duty to say a few words to the rare book trade before finishing this lengthy footnote. In the last five or six years there has been a growing tendency among collectors to send abroad—to English booksellers or to Sotheby's. There is a reason, and you know what it is. Better times are here, and still better times are in sight. You should have faith and courage, and prepare for the coming season. It is only ninety days away, and the best man is bound to win the largest share of prosperity.

THE COLLECTION of the late H. T. Butler was sold at Hodgson's, in London, in June. A priced catalog has just reached us. This col-

lection, comprising 16th, 17th, 18th and 19th century books, though not large, was remarkable for the high standard of condition which the collector set for himself. "It was this excellence of condition," says *The London Times*, "that accounted for the large attendance at the sale and the eminently satisfactory prices which the majority of the books fetched." American collectors are said to have taken more than usual interest in the sale and many of the rarer items will come to this country. A few of the first editions of nineteenth century poets and the prices realized are the following: Wordsworth's, "An Evening Walk," 1793, £154; Wordsworth's "Lyrical Ballads," Bristol, 1798, with "The Nightingale," but without Beddoes's "Domiciliary Verses," additional stanza to "Ancient Mariner" in Coleridge's writing, and the second volume, 1800, £460; Coleridge's "Christabel," 1816, wrappers, uncut, £51; Lamb's "Tales from Shakespeare," 1807, first issue, sheepskin, £110; Lamb's "Elia," 1823, and "Last Essays of Elia," 1833, boards, uncut, £75; Tennyson's "Poems of Two Brothers," 1827, boards, uncut, £32; Tennyson's "Gareth and Lynette," 1872, proof copy, with author's manuscript corrections, £22; Mrs. Browning's "An Essay on Mind," 1826, boards, uncut, £18; R. Browning's "Bells and Pomegranate," book issue, original cloth, £29; Stevenson's "Child's Garden of Verses," 1885, £24; Meredith's "Poems," 1851, errata slip, presentation copy, £46; Kelmscott Chaucer, 1896, presentation copy, £170.

A. EDWARD NEWTON is proposing to found a Trollope Society which will be responsible for the publication of a complete and uniform set of Trollope's novels. He proposes to accept sums of not less than \$5 for membership in the Society which shall exist until its purpose is achieved. The Society will search for a publisher who will accept a subsidy to guarantee the publication of all the novels and tales over a period of years. The sum paid for membership will be evidenced by a sort of diploma, and a list of the members with their subscriptions will be published in a memorial volume which will contain biographical and bibliographical essays by recognized scholars. The novels will, of course, be sold separately, and the expenses of the Society will be limited to 10% of the subscriptions paid. Mr. Newton has



pledged himself to secure 200 subscribers or pay at least \$1000 into the fund. He will print a little blue booklet at Christmas to report his progress.

THE INVENTION of printing from movable type and the printing of the Gutenberg Bible, nearly five centuries ago, were important events that have grown with the ages. Another event in a smaller world but destined to be memorable is the making of the first "talking book" for the blind. Eighteen "talking books" for the blind have been announced by the American Foundation for the Blind. They embrace the four Gospels and the Psalms, six patriotic documents and three poems, three plays of Shakespeare and five works of fiction. This first group will be ready soon for free circulation through libraries having departments for the blind. Additional titles will follow at regular intervals. The selections were made by a committee appointed by the Library of Congress. Publication is made possible by a part of the federal appropriation of \$100,000 yearly for books for the blind to be distributed under the direction of the Library of Congress. Public-spirited individuals have devoted two years in developing the apparatus, and the Carnegie Corporation underwrote the cost of development. Local groups in many states are cooperating in the effort to have 5,000 machines ready for use within a year which are to be sold to blind persons at cost. The undertaking deserves the widest publicity and the most enthusiastic cooperation.

AN EXTENSIVE BIBLIOGRAPHY of Aaron Burr is being prepared by C. W. Jamieson of Tacoma, Washington, who is anxious to locate or secure unusual material bearing on the life of Aaron Burr, such as pamphlets, letters, books, manuscripts, photographs or relics. Anyone with such material or information should communicate with Graham Sharman of Sharman Bookstores, 1203 Pacific Avenue, Tacoma, Wash.

SUPPLEMENTING its useful bibliography of the *Cranford Series*, the *Book Collectors' Quarterly* issues this month a check-list of other illustrated series of the '90's, including *Macmillan's Illustrated Standard Novels*, the *Illustrated English Library*, *Dent's Illustrated Essays*, and *Bell's Endymion Series*. This issue also completes the detailed bibliography of the Nonesuch Press.

AN INTERESTING EXHIBIT of old and rare Hebrew books, many of them dating back as far as 1524, will be on display at the Bloch Publishing Co., 31 West 31st Street, during July and August. The books are exhibited each day between 10 and 5, except Saturdays and Sundays.

## Catalogs Received

AFRICANA, INCLUDING BOOKS, MAPS AND PICTURES. (No. 2; Items 378.) Francis Edwards, Ltd., 83, High St., Marylebone, W. 1, London, England.

AMERICANA, BIOGRAPHY, ETC. (No. 17; Items 495.) Old Hickory Bookshop, 66 Fifth Ave., New York City.

ANTHROPOLOGY AND FOLKLORE, ARCHAEOLOGY AND ETHNOGRAPHY. (No. 574; Items 970.) Francis Edwards, Ltd., 83, High St., Marylebone, W. 1, London, England.

ART, ARCHITECTURE, ARCHAEOLOGY, TEXTILES, SCULPTURE, BOOKPLATES, ETC. (No. 12; Items 701.) Architectural Book Publishing Co., Inc., 108 West 46th St., New York City.

ART BOOKS, CALIFORNIANA AND AMERICANA, PRESSES OLD AND NEW, MODERN FIRST EDITIONS, ETC. (Items 57.) Dawson's Book Shop, 627 South Grand Ave., Los Angeles, Cal.

ART BOOKS FROM ESTATE OF NOTED COLLECTOR, AMERICANA FROM ESTATE OF AN HISTORICAL NOVELIST, ETC. (No. 152; Items 170.) Dauber & Pine Bookshops, Inc., 66 Fifth Ave., New York City.

AUTOGRAPHS. (No. 2.) The House of Davidson, 616 C St., San Diego, Cal.

BOOKS FROM THE LIBRARY OF AN OLD AND PROMINENT CLEVELAND FAMILY. (Items 2000.) The Burrows Brothers Co., Rare and Old Book Dept., Guardian Building Arcade, Cleveland, Ohio.

BOOKS ON HOBBIES. A. J. Huston, 92 Exchange St., Portland, Maine.

ENGLISH POETRY TOGETHER WITH A SELECTION OF BIOGRAPHICAL AND CRITICAL LITERATURE. (No. 49; Items 1043.) Bernard Quaritch, Ltd., 11 Grafton St., New Bond St., London, W. 1, England.

ENGLISH TOPOGRAPHY, COLORED MAPS, ETC. (No. 471; Items 684.) Bowes & Bowes, 1 Trinity St., Cambridge, England.

FICTION AND MISCELLANEOUS BOOKS. H. R. Hunting Co., Springfield, Mass.

FIRST EDITIONS. (No. 62.) Elkin Mathews Ltd., 78 Grosvenor St., London, W. 1, England.

FIRST EDITIONS, ASSOCIATION COPIES, MANUSCRIPTS, FINE PRESS BOOKS. (Items 227.) Barnet B. Ruder, 20 East 49th St., New York City.

GRAMMAIRES ET DICTIONNAIRES. Adrien-Maisonneuve, 5, Rue de Tournon, Paris, 6, France.

LIVRES ANCIENS ET MODERNES, RARES OU CURIEUX, RELIÉS A L'ORIENT. (No. 26.) Adrien-Maisonneuve, 5, Rue de Tournon, Paris, 6, France.

MODERN FIRST EDITIONS. (No. 34; Items 867.) Bertram Rota, 14, Old Burlington St., London, W. 1, England.

OLD, RARE AND UNUSUAL BOOKS. (No. 12; Items 123.) Roy Vernon Sowers, 451 Post St., San Francisco, Cal.

PUBLISHERS' OVERSTOCK AND REMAINDERS. (Items 200.) The Putnam Bookstore, Inc., 2 West 45th St., New York City.

RAILWAYS, 1734-1934. (No. 146; Items 538.) Grafton & Co., 51 Great Russell St., London, W. C. 1, England.

RARE BOOKS, LEGAL, CLASSICAL AND MEDICAL. (No. 1.) H. L. Garland, New Orleans, La.

RARE BOOKS ON TEXAS, OREGON AND THE WEST; RARE POETRY AND DRAMA. (Nos. 384 and 385.) Shepard Book Co., 408 South State St., Salt Lake City, Utah.



# The Weekly Book Exchange

## How to use Books Wanted and Books For Sale

**TERMS:** Under "Books Wanted" (a service for booktrade only) 15c. a line to subscribers, no charge for address; to non-subscribers, 20c. a line, charge for address.

Under "Books for Sale" (not restricted) 15c. a line to subscribers, 20c. to non-subscribers. All other classifications 20c. a line. Bills rendered monthly.



Write plainly on one side of paper. The Weekly is not responsible for typographical errors. Illegible "wants" ignored. Each title must begin on a separate line except grouped titles by one author. Objection-

able books excluded when noted. If books wanted were originally published in a foreign language, state whether original or translation is desired.



In answering state edition, condition and price including transportation.

Give your name and address.

Credit responsibility of advertisers is not guaranteed but space in the columns will be denied to dealers who misuse it. Pay for your purchases promptly to preserve credit standing. Copy closes Monday noon.

## BOOKS WANTED

Please send accurate and legible copy. Typed copy saves misprints.

**Alcove Book Shop, 816 B'dway, San Diego, Calif.**  
Davis, A. J. Nature's Divine Revelation, and all other titles.  
Pattullo. Sheriff of Badger.

**N. V. Amadeo, 410 S. Clinton, East Orange, N. J.**  
Alibous Dictionary of Authors. 5 vols.  
Wheatley. Pepys' Diary.  
Spengler, O. Decline of the West.  
Nicolay & Hay. Lincoln. Vol. 11.  
Powys. In Defense of Sensuality.  
Jack London. 1st eds.  
F. Harris. My Life. 2 vols.  
Maeterlinck. Our Friend the Dog. Illus. ed.  
Goldman, E. Living My Life. 2 vols.  
Keats, John. All books by.

**American Autograph Shop, Ridley Park, Pa.**  
Autographs. Historical and Literary. Fine single pieces or large collections, also large quantities of autographed material.  
Early Am. Imprints.  
Americana before 1750.  
Ford, P. L., and Ford, W. C. Manuscript material, letters, and all bibliographies at all times.

**Amer. Bapt. Pub. Soc., 1107 McGee St., Kansas City, Mo.**  
Seventh Day Adventism Renounced. Canright.

**Amer. Dime Novel Ex., 1525 W. 12th St., Brooklyn, N. Y.**  
Dime, nickel novels; Beadle, Tousey, Munro, others.

**Amer. Lib. Service, 1472 Broadway, New York**  
Webb. Celestial Objects for Telescopes.  
"Atlantis." Novel about.

**Anson Jones Press, 801 San Jacinto, Houston, Tex.**  
Cash.  
Polo by Marco.  
Lollardy & Reformation. Gairdner.  
Cactacea. Britton & Rose.  
Grand Tactics of Chess.  
Steel Railway Bridges. Dilworth.  
Life of Pavlova. Svetloff. Ltd. ed.  
Battle of Jutland.  
Quivira Club. Vol. 1.

## Anson Jones Press—Continued

Love Poems. Verhaeren.  
Photographic History Civil War. Set.  
S. W. Historical Quarterly. Run.  
Naturalists Library. Odd vols.  
Austen. Large print set.  
Macaulay. Large print set.  
Dickens. Gadshill. Set.  
Jl. Am. Assn. Petrol. Geog. Vol. 2, no. 12.  
Flowers and Fruits of Texas. Morrell.  
Scenes in the Rockies. Sage.

**D. Appleton-Century Co., 35 W. 32nd St., N. Y.**  
Cry of Youth; At Sight of Gold; Lighting Seven Candles. Cynthia Lombardi.

**Ardath Book Shop, 719 Forbes St., Pittsburgh**  
Baseball. Anything about.  
Both Sides of Evolution. Author (?).  
Virgil Interlinear.  
Opera Scores.

**Argosy Book Stores, 45 Fourth Ave., New York**  
Bradford. Types of American Character. 1st.  
Gifford. California Indian Nights.  
Journal of Provincial Congress. 2 vols.  
Life in California. By an American.  
Mexican Costumes. Anything on.  
Pageant of America. Vols. 1, 3, 12.  
Set of Voltaire. Vol. 17. Red buckram.

**Argus Book Shop, 333 S. Dearborn St., Chicago**  
Cabell, Branch. Smirt. Ltd. ed.  
Todd. New Methods in Art Education.  
Tarde. Underground Man.

**A. Asher & Co., Behrenstr. 17, Berlin W 8, Ger.**  
Industrial Arts Index. Vols. 2 and 4.  
Issermann. Sentenced to Death, the Jews in Nazi Germany.  
Young. White Australia.

**Aurand's Book Store, Harrisburg, Pa.**  
Notes and Queries (Penna.) and any other books or pamphlets by Wm. H. Egle, M.D.  
Any Penna. County, Town, Family Histories.  
Knittle. Early American Glass.  
Lenora Wheeler Williams. "Sandwich" Glass.

**Baker & Taylor Co., 55 Fifth Ave., New York**  
Abbott. Women in Industry. 3 copies.  
Askew. Pros & Cons. Rev. and rewritten.  
Ayers. Man Without a Heart; Romance of a Rogue.

# NOTICE

## TO

# BOOKSELLERS

Beginning with the issue for August 18th the *Publishers' Weekly* "Books Wanted" and "Books for Sale" columns will be open only to subscribers in good credit standing—the "Books Wanted" to subscribing *booksellers* only, "Books for Sale" to all subscribers.

We do this to help protect users of these columns from unscrupulous traders.

## THE PUBLISHERS' WEEKLY

### Baker & Taylor Co.—Continued

Bennett. These Twain.  
 Chesterton. Generally Speaking.  
 Donnelly. Ragnarok, The Age of Fire & Gravel.  
 Douglas. Coming of a New Party.  
 Haskin. Immigrant.  
 Maniates. Amarilly Married.  
 Mather. Basketball, How to Coach the Game.  
 Meyer. Mind Your P's and Q's.  
 Sportman's Sketches.  
 Stewart. Plato's Doctrine of Ideas.  
 Wallace. The Hand of Power.  
 Morris, G. B. Story of Great War.  
 Whitney. Golden Gossip.  
 Reese. Selected Poems.  
 Winslow. Fresh Air and Ventilation.  
 Davie. Nests & Eggs of North American Birds.  
 Latest ed. 2 copies.

## Weekly Book Exchange

Beacon Book Shop, Inc., 45 E. 45th St., N. Y.  
 Old Soaks History of World. Don Marquis.  
 Gay Dreamers. Devigny. Stokes.

Stanley O. Bezanson, 1 Court St., Boston, Mass.  
 Emerson, W. Doctrine of Fluxion Specimens of  
 American Poetry. 1829.

Biblion, 6 Park St., Boston, Mass.  
 Benchley. Early Worm. Holt.  
 British Museum. Short Guide to Sculptures of  
 Parthenon.  
 Butler. Dante, His Time and Work.  
 Clarke. Heart of Gaspe. Macmillan.  
 Coomaraswamy. Arts & Crafts of India & Ceylon.  
 Crane. Maggie, Girl of the Streets.  
 Feld. Heritage. Knopf.  
 Gale. Birth. Macmillan.  
 Gibson. Camp Management.  
 Grattan. Why We Fought. Vanguard.  
 Greenbie. Wordsworth's Theory of Poetic Diction.  
 Grierson. Lord Byron, Arnold & Swinburne.  
 Lee. Shakespeare and Modern Stage.  
 Lucas. Vermeer the Magical; Wanderer Among  
 Pictures.  
 Marquis. Cruise of the Jasper.  
 Nash. Unfortunate Traveller. Greenberg.  
 Nicholson. House of 1000 Candles.  
 Quiller-Couch. Splendid Spur.  
 Rinehart. Tenting Tonight.  
 Sabin. Building the Pacific Railway.  
 Stevenson. Velasquez. Harcourt.  
 Tchaikovsky. Life of Tchaikovsky. Dodd.  
 Waugh. Rossetti, His Life and Works.  
 Wells. Bealby.  
 World Almanac 1931, 1932, 1933, 1934. Bound.

Arthur F. Bird, 22, Bedford St., Strand,  
 London, W.C.2, England  
 Frederick. Efficient Housekeeping.

P. & H. Bliss, 154 Church St., Middletown, Conn.  
 Quote on any of these English Periodicals: Church  
 Missionary Review; Modern Churchman;  
 Mission Field.

Ben Bloomfield, 65 University Pl., New York  
 Theatrical Material. Period 1895 to 1905.  
 Cabinet photographs of actors and actresses;  
 autographs; programs; scrapbooks.  
 Broadway Weekly. Complete run or part.

Book Barn, Route 1, Ridgefield, Conn.  
 Robbins, Elizabeth. Magnetic North.

Bookery, 1647 Welton St., Denver, Colo.  
 Beef Bonanza. Ed. Brisben.

Booke Shop, 4 Market Sq., Providence, R. I.  
 Adventures of Mr. Scoodledoo. Minerva Hall.  
 Gentleman in Prison. Ishii.

Book Exchange, 312 N. Washington, Scranton, Pa.  
 Williams, Ben Ames. Books by.

Booklovers Shop & Lib., 212 S. Akard, Dallas, Tex.  
 Modern American Period Furniture. Dean &  
 Peterson.

"The Bookman," 88 Ionia Ave., N.W., Grand  
 Rapids, Mich.  
 J. C. Street. Hidden Way Across the Threshold.  
 Custer. Boots & Saddles; Following the Guidon.  
 Vandenberg. The Greatest American, and others.  
 McDougall. Modern Materialism, etc. Cheap.  
 Ralph Victor. Comrades at Winton Hall. Chat-  
 terton; Comrades on Their Metal. Chatterton.

**Books Wanted—Continued****"The Bookman"—Continued**

Guptill. Drawing with Pen & Ink. Reasonable.  
Renggli. How to Draw Heads, etc. Reasonable.  
Parrington. Main Currents Amer. Thought. 3 v.

Book Mark, 212 E. Front St., Plainfield, N. J.  
New Jersey town and family histories.

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Book Shop, 136 Park Pl., Johnstown, Pa.  
Englishman in Paris. Pub. by Appleton. 1892.  
Among the Poets.  
Pratt's Manual of Land and Fresh Water Vertebrate Animals of the U. S. Pub. by Blakiston.  
The Fountain. Morgan. Used copy.

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Post, C. R. Hist. of Sculpture. Harvard. 1921.

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Amer. Municipalities. Vol. 57, no. 1, Oct., 1932.  
Baedeker, Karl. Paris and Its Environs. 19th revised ed. Scribner. 1924.

Bayle. Old and New Trails. Robert McBride.  
Beaver. (A magazine) Hudson Bay Company.  
Coleridge, Samuel Taylor. Complete Works. Vol. 6. Harper Bros. 1853.  
Cooper. Understanding the Spaniard. Robert McBride.

Eaton, Edward B. Original Photographs Taken on the Battlefields During the Civil War of the United States. Eaton. 1907.

Gibson and Prendergast. German Submarine War. Smith.

Gresham. Life of Walter Gresham. 2 vols. Rand. 1919.

Hispanic Society of New York. Five Essays on the Art of Zuloago.

Hume. Queens of Old Spain. Doubleday. 1906.

Ingersoll, L. R. An Introduction to the Mathematical Theory of Heat Conduction. Latest ed. Ginn and Co.

Liturgical Arts. Vol 1, no. 1, and vol. 2, no. 2. Liturgical Arts Society.

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Mach, Ernst. Space and Geometry. Open Court. 1906.

Maxwell, Sir Wm. Stirling. History of Don Juan de Austria. 2 vols. Longmans. 1883.

Nation (N. Y.) vol. 20, title page & index; no. 497, Jan. 7th, 1875; 498, Jan. 14th, 1875.

Neumann. Flood. Covici.

Otken, C. H. The Ills of the South.

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- Anderson, Nels. *The Hobo*. Univ. of Chicago Press. 1923.
- Bidwell, P. W. *Tariff Policy of the U. S. Council on Foreign Relations*. 1932.
- Cole. *The Whig Party in the South*. 1913. Am. Historical Assoc.
- Dalton. *Some Aspects of Inequality of Incomes*. Dutton. 1920.
- Gentile, G. *The Reform of Education*. Trans. by D. Bigongiari. Harcourt. 1922.
- Handcock. *Mesopotamian Archaeology*. Putnam. 1912.
- Kammerer, P. G. *The Unmarried Mother*. Little, Brown. 1926.
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- Lucretius. *On the Nature of Things*. Tr. by Munro with introd. by Duff. Harcourt.
- Pirro. J. S. Bach, translation. Schirmer. 1902.
- Sanger, Margaret H. *The Pivot of Civilization*. Brentano. 1922.
- Shaw, Clifford. *Delinquency Areas*. Chicago Univ. Press. 1929.
- Sitwell, Edith. *Poetry and Criticism*. Holt.
- Veblen and Lennes. *Introduction to Infinitesimal Analysis*. Wiley.
- Whelpley. *British American Relations*. Little, Brown. 1924.
- Williams. *Anglo-American Isthmian Diplomacy 1815-1915*. Amer. Hist. Assoc. 1916.
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Ballantyne Press & Founders. Edinburgh. 1909.  
Publications Caradoc Press. Chiswick. 1901.  
Grolier Club. *Franklin & His Press at Passy; Chronological List of Books Printed at Kelm-scott Press*. 1928.  
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*Annalium Typographicorum*. Hamburg. 1740.  
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 Adams, E. H. Lincoln's Faith. Concord, N. H. 1931.  
 Adams, J. T. Memoirs of Old Bridgehampton.  
 Aime, V. Plantation Diary. New Orleans.  
 American Magazine. Vol. 1, nos. 1-2, 4; vol. 2, nos. 1-12; vol. 3, nos. 1-12. Boston. 1743-46.  
 American Cath. Hist. Soc. Researches. Vols. 1, 2, 3, nos. 1, 2, 4. 1884-87. Philadelphia.  
 Andrews, Eliz. Ulster Folklore.  
 Annals of Iowa. 1st Series: Vols. 1-11; vol. 12, nos. 1-3. New Series: Vols. 1-3. Des Moines. 1863-93.  
 Anthony, D. Here's How.  
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 Arizona Hist. Review. Vol. 1, no. 4.  
 Assoc. of Amer. Geographers Annals. Vols. 1, 14, no. 1; 16, no. 4. Albany.  
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 Maddox, W. A. Free School Idea in Virginia Before the Civil War. 1918.  
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 Mansfield, G. C. History of Butte County. California. 1918.  
 Meyers, C. L. Bibliography of Colonial Costume. N. Y. 1923.  
 Murdoch, James. Sketches of Modern Philosophy. Hartford. 1844.  
 Museums; Magazine popularizing. Vol. 1, no. 4. 1930. Washington, D. C.  
 Nineteenth Century Charleston, S. C. Vol. 2, nos. 2 and 4; vols. 3, 4, nos. 1 and 2.  
 Pearson, E. L. The Library and the Librarian. Woodstock. 1910.  
 Poole. Index to Periodicals. 4th supplement.  
 Repplier, A. Pere Marquette.  
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 Winslow. American Broadside Verse. 1930.  
 Genealogies: Fell. 1891; Peden. 1900; Pierpont. 1913; Pitkin. 1887; Plumb. 1890; Pratt. 1889; Van Dusen. 2 vols. 1912.

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 Gibbon, E. Roman Empire. 1896-1902.

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Lewis, Tom Graham. Hike in the Aeroplane. 1912. 1st ed.  
Lindbergh. We. 1927. 1st ed.  
Longfellow. Evangeline. 1847. 1st ed.  
Major, Gaskoden. When Knighthood Was in Flower. 1898. 1st ed.  
Masters. Spoon River Anthology. 1915. 1st ed.  
Melville. Moby Dick. 1st ed. 1851. Orange or terra-cotta end-papers.  
Millay. Renascence. 1st ed. 1917. With "Glaslan" watermark in paper.



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- Norris. McTeague. 1st ed. 1899. With last word on page 106 "moment."  
 Peck. Peck's Bad Boy. Chicago. 1883. 1st ed., in paper wrappers.  
 Poe. All 1sts.  
 Riley. The Old Swimmin' Hole. 1883. 1st ed. in wrappers.  
 Thoreau. A Week on the Concord & Merrimac Rivers. 1st ed. 1849; Walden. 1st ed. 1854.  
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 Ashley. An Introduction to English Economic History and Theory. Vol. 1, pt. 1.  
 Kirkpatrick. Lectures on the History of Nineteenth Century. 1904.  
 Nauman. History of Music. Any ed.  
 Private Diary of John L. Pruyn. Knickerbocker. 1912.

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 Braithwaite. Poetry Anthology. 1913.  
 Cather, Willa. All 1sts before 1920.

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- Cornell Law Quarterly. Feb., 1928.  
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 Dreiser. Sister Carrie. 1900.  
 Cooper. The Last of the Mohicans. Boards. 1826.  
 Fields, J. T. Poems. 1849.  
 Foss, S. W. Dreams in Homespun. 1898.  
 Forester, Frank. (Henry Wm. Herbert.) All 1sts, especially in wrappers.  
 Franklin, Ben. Imprints; Works. N. Y. 1794.  
 Frost, Robert. North of Boston. N. Y. 1914.  
 Green. Leavenworth Case. 1878.  
 Halleck. Alnwick Castle. 1827.  
 Hemans, Mrs. The Alps, etc. 1826.  
 Hope. The Garden of Kama. London. 1902.  
 In the Day of Battle. Toronto. 1915.  
 Independent, The. File for 1895-1896.  
 Haggard, Rider. She. Franklin Square Lib.  
 James, Henry. Daisy Miller; Diary Man of Fifty. Harper's Half Hour series with dates on title-page.  
 Lowe's Almanack for 1823.  
 Lytle, W. H. Poems. Cincinnati. 1894.  
 Leroux. Perfume of Lady in Black; Mystery Yellow Room. 1908-1909.  
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 Morris, G. P. Deserted Bride. 1838.  
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 Nell Gwynne. Carey & Hart. C. 1850.  
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 Roosevelt, Franklin D. All 1st eds. of books; also magazine contributions by.  
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 Weems, Parson. Life of Franklin. Baltimore. 1815; Life of Washington. All eds. before 1810.  
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Telescope. June, 1933.  
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 Wyndham. Chronicles of 18th Century.

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 Petroleum World. Sept., 1932.  
 Architect. Forum. Feb., 1934.  
 R. Taupin. L'interprétation americaine de la  
 poesie française. Haverford College.  
 Journal of Bacteriology. Vol. 1.

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